DOCUMENT RESUME

ED 335 543 CE 058 787

TITLE	Ohio Veterans Entrepreneurial Training Program. Final Report.
INSTITUTION	Stark Technical Coll., Canton, Ohio.
SPONS AGENCY	Ohio State Dept. of Education, Columbus. Div. of Vocational and Career Education.
PUB DATE	Jul 90
NOTE	91p.; Submitted to State Education Coordinator and Grants Advisory Council on behalf of the Consortium for Entrepreneurial Training.
PUB TYPE	Reports - Descriptive (141)
EDRS PRICE	MF01/PC04 Plus Postage.
DESCRIPTORS	*Business Skills; Consortia; Cooperative Programs; Curriculum Development; Disabilities; Educational Cooperation; Educational Needs; *Entrepreneurship; Institutional Cooperation; *Outcomes of Education; Program Effectiveness; Program Implementation; *Skill Development; *Small Businesses; Student Recruitment; Two Year Colleges; Veterans; *Veterans Education
IDENTIFIERS	*Ohio

ABSTRACT

The Ohio Veterans Entrepreneurial Training Project was a 2-year pilot training and education program, conducted by a consortium of seven two-year colleges in Ohio, to assist veterans who are interested in owning and operating their own small businesses. Veterans were recruited through more than 2,500 recruitment packets distributed through Ohio Bureau of Employment Services offices and public relations activities of the colleges. A curriculum was developed for use by all the colleges, and 108 veterans (16 percent handicapped) began training; 84 veterans completed the program (78 percent). Veterans ranked initial training programs very highly, and 37 percent had started a business venture by program completion, with 18 percent expecting to start a business within 6 months. In all, 60 small businesses were generated. The project also fostered links with financial institutions, networking with chapters of the Service Corps of Retired Executives (Score), networking between colleges, and collaboration with the U.S. Small Business Administration. Veterans also experienced an increased sense of self-worth and self-fulfillment. (Appendixes, two-thirds of the document, include a list of the two-year college presidents, sample resolution to join the consortium, a list of participating organizations with a map of their locations, status reports from the colleges, participating organizations, a list of advisory board members, orientation details, newsletters from the project, an application form, and a program evaluation form.) (KC)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED335543

OHIO VETERANS ENTREPRENEURAL TRAINING PROGRAM

FINAL REPORT

Submitted To
STATE EDUCATION COORDINATION AND GRANTS ADVISORY COUNCIL

OHIO DEPARTMENT OF EDUCATION

By
STARK TECHNICAL COLLEGE

On Behalf Of
THE CONSORTIUM FOR ENTREPRENEURIAL TRAINING

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)
☑ This document has been reproduced as received from the person or organization originating it.
☐ Minor changes have been made to improve reproduction quality.
• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

July 1990

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

K Latta

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

BEST COPY AVAILABLE

CE 058 787

PROJECT BACKGROUND

During the economic adjustment period of the 1980s, many jobs were permanently lost due to automation, shifting markets and the introduction of more advanced technology. Our country's manufacturing base had continued to shrink and, as a result, more and more workers, many of them veterans, were being displaced.

This situation was particularly critical in Ohio which had experienced a significant decline in the number of job opportunities that manufacturing companies had historically provided. Consequently, the state examined alternative job creation mechanisms, not only to ensure economic growth, but to ensure that all Ohio citizens had the opportunity to engage in productive work.

One of the most workable solutions to this problem was the creation and expansion of jobs within the small business sector. But, in order for these jobs to be meaningful and personally satisfying, they had to be permanent. Recent statistics showed that business failures within the service sector accounted for nearly 29 percent of all business failures in the United States. According to Dun & Bradstreet, managerial inexperience and ineptitude caused 90 percent of small business failures.

Small business owners needed both technical skills and special management skills to be successful. The small business owner needed to be a generalist who possessed a variety of

skills necessary for business management--sales, marketing, supervision, planning, financing, human relations, etc. The services, training, and education needed to build such skills were readily available in Ohio's public two-year college system. This system was made up of three state community colleges, five community colleges, 15 technical colleges, and 24 branch campuses of major Ohio universities. In 1986, all 47 of these colleges united to form a network of mutual support. (See Appendix pg. A-2 for sample resolution passed by network colleges.) This network, originally called Keeping Ohio Working--now called EnterpriseOhio, was a voluntary association formed to enable the two-year college sector to more effectively work with the state and the private sector to support and advance the economic and human resource development goals of the state.

A subgroup of EnterpriseOhio, the Consortium for Entrepreneurial Training, was formed to develop a project that facilitated the development of entrepreneurial businesses in Ohio and focused its efforts on Vietnam-era, disabled and recently released veterans.

Ohio has the third largest veteran population of our 50 states, with more than 1.3 million veterans residing in the state. While the number of Ohio veterans in the above mentioned categories is not known, we do know that the number of them registered with the Ohio Bureau of Employment Services (OBES) is significant. They include 63,611 Vietnam era; 5,735

disabled; and 1,941 special disabled. The total veteran population currently registered with OBES is 146,117--a figure which, in itself, demonstrates the tremendous need in the state for additional employment opportunities for veterans.

The Consortium's 24-month pilot training and education project was designed to assist those targeted veterans who are interested in owning and operating their own small business. Known as the Ohio Veterans Entrepreneurial Training (OVET) project, it is an example of directing efforts to a target group--a technique accomplished comprehensively and systematically in order to generate those jobs and stimulate the economy.

The veteran group was targeted for the following reasons:

* *Veterans, for the most part, while in the service receive some specialized skills training which may become the foundation for and be marketable through a small service type endeavor.*

* *Veterans develop some understanding of discipline, and risk-taking are recognized key ingredients in successfully managing one's own business.*

* *Veterans who start a small business are likely to employ or network other veterans as the business grows.*

* *Start-up capital in the form of a direct loan or a guaranteed loan is available for qualified veterans from the U.S. Small Business Administration.*

PROGRAM DESIGN

The Ohio Veterans Entrepreneurial Training project was a cooperative effort, pooling the expertise of such state and federal entities as the U.S. Small Business Administration (SBA), the U.S. Department of Labor's Veterans Employment & Training Service, the Ohio Bureau of Employment Services (OBES), the Ohio Board of Regents (OBR), the State Education Coordination and Grants Advisory Council, the Ohio Department of Education, the Ohio Department of Development (ODD), the Entrepreneurship Education Project of the National Center for Research in Vocational Education, Ohio Technology Transfer Organization (OTTO), the Service Corps of Retired Executives (SCORE), and EnterpriseOhio. A host of other locally connected organizations also participated in the project. (See Appendix pgs. A-3 and A-4 for descriptions of participating organizations.)

The purpose of the project was to facilitate the development of new businesses and to provide these ventures with the greatest possible chance for success. This was completed through a focused entrepreneurial training program in which the individual needs of each participating veteran were targeted. As project participants were to learn, entrepreneurs and small business owners must have the certain entrepreneurial characteristics and capabilities. But more importantly, there were to learn that the success of small businesses depends, not necessarily on the presence of those skills, but instead on the successful <u>application</u> of those skills.

Fully committed to the belief that entrepreneurship is a discipline that can be learned, this project aided small business owners in developing these skills and, as a result, incorporated sound management training principles into the initial formation and continued success of new small businesses. Managerial ineptitude can be the greatest enemy of the small business.

The following objectives had been established for the Ohio Veterans Entrepreneurial Training project:

* *Selected a lead institution which would serve as coordination and support unit for the project. The lead institution would serve as a clearinghouse for technical information, conduct ongoing success/failure rates research, and develop the criteria for selection of project participants.*

* *Identify seven two-year technical and community colleges in the state to form a cooperative alliance for delivery of the training and education elements of the program.*

* *Identify and guide 105 candidates (veterans) into educational and training programs which would help prepare them for successful entrepreneurship experiences.*

* *Emphasize participation by disabled veterans.*

* *Have 85% of the 105 candidates complete the program.*

* *Assist a minimum of 60% of those veterans completing the training program in establishing small businesses within 18 months.*

SELECTION OF PARTICIPANT COLLEGES

The following colleges formed the Consortium for Entrepreneurial Training and have agreed to serve as training locations for the Ohio Veterans Entrepreneurial Training project:

Cincinnati Technical College	*- Cincinnati*
Clark State Community College	*- Springfield*
Columbus State Community College	*- Columbus*
Cuyahoga Community College	*- Cleveland*
Hocking Technical College	*- Nelsonville/Athens*
Owens Technical College	*- Toledo*
Stark Technical College	*- Canton/Akron*

The selection of these colleges was based on a variety of factors, including: 1) the college's demonstrated interest in and commitment to the project, 2) the availability of small business-related resources at the college, 3) the availability of external support services for entrepreneurial activity, 4) the population density and concentration of eligible veterans in service area, and 5) the potential to impact the economic development of the area.

These colleges are spread throughout the state and cover nearly every major metropolitan area within Ohio, as well as surrounding rural areas. (See Appendix pg. A-5 for map.) All seven colleges were committed to the new statewide network of mutual support, EnterpriseOhio, for the uniform delivery of occupational education and job training services across Ohio. Participation in this network made these colleges uniquely qualified to participate in projects such as the Ohio Veterans Entrepreneurial Training project.

The Consortium for Entrepreneurial Training served as the administrative agency for the project and prepared all reports required by the funding agency. Stark Technical College served as the lead institution, and, as such, was responsible for preparing all project reports. Stark Technical College, as fiscal agent, also was responsible for compiling all enrollment, training, counseling, and expenditure data necessary for reports required by the funding agencies and for dispersing funds to the various entities involved with the project. Stark Tech was responsible for establishing operating policy for the project and for overseeing the progress of the project at each of the other six institutions.

Each participating college appointed a Campus Project Coordinator to oversee the project at its respective location.

Cincinnati Technical College
Paul Callahan

Clark State Community College
Dick Starr

Columbus State Community College
Ralph Burnett

Cuyahoga Community College
John Goga

Hocking Technical College
Valerie Perotti

Owens Technical College
Mary Jerger

Stark Technical College
Leon Albert,
State Director

Stark Technical College
Roger Bradshaw

PROJECT PROMOTION

The Ohio Bureau of Employment Services distributed more than 2,500 OVET recruitment packets through representatives at the network of OBES offices. News media representing television, newspapers, and radio stations further spread information on the OVET program. Press releases prepared by the public relations officer of the OBR and participating colleges were distributed statewide. Representatives from the colleges participated in numerous radio and television talk shows to further the program.

Promotional activities included the following:

* *Public service announcements to newspapers, cable t.v. stations, and newspapers*
* *Cuyahoga Community College sent press releases to a local Hispanic radio station which aired announcement in both Spanish and English*
* *News releases on OVET program start-up distributed by the Ohio Board of Regents and seven college campuses*
* *2,500 application packets and fact sheets distributed through the Ohio Bureau of Employment Services in collaboration with seven college coordinators*
* *Specialized press releases inserted in various campus newsletters*
* *10,000 one-page flyers distributed through veterans' organizations*
* *Articles of note in magazine, Ohio Business, May 1988*
* *Pre-business workshop sponsored by Veterans' Business Resource Council, Cincinnati, Ohio, held on February 22, 1988*
* *American Legion Newsletter, April 1988*
* *"For Veterans Only" national t.v. show highlighted OVET program, aired on 265 PBS t.v. stations*

INTAKE/SELECTION PROCESS

It was the responsibility of the Ohio Bureau of Employment Services to identify and recruit qualified veterans for this project and to make appropriate referrals to the participating colleges. In general, OBES was looking for veterans who possessed the interest, the aptitude, and at least a nucleus of technical skills which could serve as a foundation for entrepreneurial training. The procedures used by OBES to screen veterans for the project included standard interviewing skills and techniques, personal recommendations, selected testing as required, and aptitude assessments.

A number of things occurred at about the time OBES was to start this recruiting process. A shift in top state OBES administrators took place; thus, some procedures and communications were not implemented. Consequently, an accelerated search and recruitment of suitable veterans was undertaken by most of the campus coordinators.

While the final selection criteria were developed by participating organizations, the following qualifications received priority consideration in the selection process:

* *Demonstrates above-average performance and skill in chosen career.*
* *Is a self-starter, self-motivated, and willing to work hard.*
* *Demonstrates interpersonal skills in managing, motivating, teaching and guiding others, as required.*

* *Has a strong desire to be self-employed in the field.*

* *Has worked in the selected or a related field at least one year or has successfully completed a year of post-secondary work in the field.*

* *Is willing to pay $100 participation fee and cost of textbooks required in course work.*

Also, to qualify for the project, a veteran had to possess the basic technical skills necessary to operate a business and be in a financial position to support capital acquisition necessary to start a business. As part of the selection process, each interested veteran was to complete a personal resume, a financial statement and application.

The total veteran participation in the project was limited to 105, with a maximum of 15 at each college. At each college, a Selection Committee was established to make the final selections of project participants. This committee was comprised of the Campus Project Coordinator, a local or state OBES Veteran's Representative, a Consortium representative, a local entrepreneur or business consultant, and a representative of SBA/SCORE. Selection of the best qualified applicants, based on project goals, was by a majority vote.

Once selected, each veteran was enrolled into the project through a representative at each participating college. At that time, he or she paid the $100 participation fee. This demonstrated good faith and genuine interest on the part of the applicant.

ORIENTATION

OVET participants met in Columbus on May 18, 1988, at the Franklin County Veterans Memorial Auditorium. This orientation was to include a welcome and motivational speakers to establish esprit de corps and describe the actual mechanics of the OVET program to each veteran. Speakers for the event included representatives from the U.S. Small Business Administration-- Frank D. Ray, District Director and James N. Thomson, Regional Administrator. Michael Valentine, Acting Director, represented the Ohio Bureau of Employment Services.

The featured speaker was William Coulter, Chancellor of the Ohio Board of Regents, who focused his remarks on the rewards of a successful entrepreneurship.

Other sessions included an overview of the White House Conference on Small Business presented by Attorney James Lagos, Springfield, Ohio. A networking session was led by Cloudy Williams and Dan Bloodsworth, representing the Ohio Bureau of Employment Services Veterans Affairs.

"Getting Down to Business" was the last segment of the orientation program. It featured a panel discussion by entrepreneurs already established in successful small businesses. Moderated by Paul Callihan, Cincinnati Technical College's OVET Coordinator, the panel included:

John DeNinno - Hudson
Charles Ginn - Cincinnati
Jo Elaine Glowacki - Toledo
Norm Robinson - Cincinnati

A majority of the 105 veterans enrolled in this training program attended this event. Representatives of the colleges and many of the veterans' support agencies also were in attendance.

An evaluation instrument, (see Appendix pg. A-50), was distributed and the tabulated results showed high ratings for program format, topics, and derived benefits.

TRAINING PROGRAM

OVET's program was to provide this business training to veterans who had the ambition to own and operate their own businesses, and an aptitude for and some knowledge of the businesses they intend to operate.

The curriculum for this initiative emphasizes comprehensive business operations, including accounting, tabulating balance sheets, and cash flow analysis.

Upon completion of the OVET training, including elective courses, and if all indicators forecast a profitable enterprise, participants could apply for small business loans to provide start-up money required to operate their businesses.

Participants were enrolled in selected training courses to satisfy needs and interests. Seventy-eight percent of the veterans completed the initial core course program suggesting a very positive indication that the selected training was both of significant value and interest to the veterans' overall

training needs. Specialized courses in marketing, accounting, purchasing, computers, special topics, and sales revealed a high enrollment percentage.

Each project participant received basic instruction in three critically important areas which provided veterans with the fundamentals of small business ownership. These areas were how to start and manage a small business and how to develop a business plan. This training was presented in the form of three required core courses encompassing 54 hours of instruction. They were taken by every participant for a certificate of completion.

In addition to the core courses, a variety of additional courses and seminars were made available for participants to take on an as-needed basis. As a veteran's interests were identified, each college's counseling/advisory team identified the courses and/or seminars which coincided with these interests and supplemented the required portion of the training program. Each veteran had the opportunity and advantage to take elective courses. While these electives varied from campus to campus, the most common ones are listed below.

<u>Required Core Courses</u>

How to Start Your Own Small Business	*18 hours*	*1.8 CEUs*
How to Manage Your Own Small Business	*18 hours*	*1.8 CEUs*
How to Write a Business Plan	*18 hours*	*1.8 CEUs*

Electives

Legal Aspects of Business Operation
Bookkeeping and Ledger Maintenance
Accounting for Managers
Cash Management
Introduction to the Personal Computer
Managing the Closely Held Business
Purchasing and Materials Management
Inventory Control
Small Business Credit and Collections
Elements of Human Resource Management
Personnel Recruitment, Selection, and Placement
Getting Results with a Small Advertising Budget
Compensation, Benefit Planning, and Administration
Telephone Courtesy
Marketing
Sales Techniques
Promotions on a Shoestring

Each participant received continuing education units (CEUs) for courses taken. A CEU is the nationally recognized measure of skills-oriented training, with 10 contact hours equaling one CEU. Completion of the 54 hours of instruction assured each participant graduating from the program 5.4 CEUs and receipt of a certificate of completion for the OVET project.

The program was designed to be completed in a minimum of 18 months and a maximum of 24 months, depending on the needs and qualifications of veteran participants.

COUNSELING/ADVISORY TEAM

One of the major advantages this project had over the traditional educational program offered at the college level was the availability to the veterans of a specialized Coun-

seling/Advisory Team. These teams, located at each campus, were established to work with the veterans throughout the training program to provide general counseling support and assistance in the selection of course work. By conducting a thorough needs analysis of each veteran, a Counseling/Advisory Team was able to assist a veteran in planning ways to meet his or her individual needs. Such assistance included supplementing a veteran's training program with technical assistance offered through other agencies or outside consultants for business-specific problems.

The makeup of these teams varied from campus to campus, but generally teams consisted of individuals from the following areas or organizations:

College's Continuing Education Division
College's Career Development Center Counselor
College's Veterans' Affairs Coordinator
College's Business Technologies Division
Minority Business Development Center
SBA/SCORE/Small Business Development Center
Business Consultant/Chamber of Commerce/Economic Development Board
Veterans' Center/Organization
Private Sector Volunteer
OTTO Agent

As the veteran neared his or her completion of the training program, the Counseling/Advisory Team critiqued his/her business plan (which required course work) and made appropriate recommendations concerning the soundness of the business concept. Upon completion of training, each veteran who decided to implement his/her business plan had access to a counselor for one year. That counselor is providing counseling

and technical assistance during that time to ensure a successful business start-up by the veteran. A counselor was assigned only to those veterans who attempted to start up a business within six months of the final evaluation of his/her business plan.

CURRICULUM OUTLINE--CORE & SUPPLEMENTAL TRAINING

Starting a Successful Small Business

* *Selection of Effective Protective Steps*
* *Obtaining Technical Assistance*
* *Insurance*
* *Starting a Small Business*
* *Selection of Effective Legal Form of Business Organization*
* *Form of Business*
* *The Small Business Enterprise*
* *Selecting a Location*
* *Developing the Business Plan*
* *Locating the Business*
* *Setting Up Your Business*
* *Selection of Effective Specialized Assistance*
* *Choosing the Type of Ownership*
* *Risk Management and Insurance*

Financing a Small Business

* *Financing the Small Business*
* *Understanding Money Sources*
* *Business Financial Planning*
* *Government Support in Business*
* *Evaluating Money Sources*

Marketing & Sales in a Small Business

* *Marketing Strategy*
* *Salesmanship*
* *Pricing*
* *Managing Sales Efforts*
* *Planning the Marketing Strategy*

Human & Public Relations

* *Building a Flexible Advertising Plan*
* *Promoting the Business*

Bookkeeping, Accounting, & Taxes

* *Understanding a Basic Accounting System*
* *Inventory and Scheduling Techniques*
* *Taxation and Tax Planning*
* *Setting Up the Books*
* *Keeping the Business Records*
* *Paperwork Management*

Technology Enhancements

* *All About Personal Computers*

Licensing/Regulatory/Specific Opportunities

* *Building, Equipment, and Layout*
* *Dealing with Legal Issues*
* *Complying with Government Regulations*
* *Operating Permits, Licenses, and Tax Regulations*
* *Protecting the Business*

Money Management

* *Managing the Finances*
* *Retail Buying Function*
* *Asset Management*
* *Determining Pricing and Credit Policies*
* *Purchasing*
* *Insurance*
* *Cost control*
* *Managing Customer Credit and Collections*
* *Understanding Costs*
* *Property Management*
* *The Profit Plan*
* *Inventory and Supplies*
* *Managing Fixed Assets*

Developing, Interpersonal & Public Perception

* *Human Relations--Its effect on Personal and Business Life*
* *Personnel Management for the Entrepreneur*
* *Psychology of Managers*
* *Effects of Business decisions*
* *Businessmen: How Profitable are Your Relations*
* *Managing Retail Salespeople*
* *Personal and Family Financial Management*
* *Job Analysis, Job Specifications, and Job Descriptions*
* *Personnel Management in small Business*
* *Recruiting and Selecting Employees*
* *Managing Human Resources*
* *Worker Performance*
* *Training and Developing Employees*
* *Employee Relations and Personnel Policies*

NETWORKING

Definitions:

1. *Networking is an ongoing process by which people communicate in order to reach mutually desired goals.*

2. *A network is an informal association of individuals, having as a major purpose to help its members explore and pursue ways by which they could use each other in a mutually productive way.*

3. *Networking is . . ."people talking to each other, sharing ideas, information, and resources. The point is often made that networking is a verb, not a noun. The important part is not the network, the finished product, but the process of getting there--the communication that creates the linkages between people and clusters of people." (Naisbitt, Megatrends)*

Benefits:

Exercise I: What are the potential benefits to developing and implementing a peer network?

1. *Better services to clients*
2. *More job opportunities*
3. *Pool of manpower*
4. *Better utilization of resources, both economic and natural*
5. *Offer a person alternatives*
6. *Gaining more knowledge about the job market*
7. *Better image*
8. *Communication*
9. *Peer support*

From its inception, one objective of the OVET program was to establish networking among participants and between participants and successful role models in the community. Several veterans have formed common interest bonds.

* *At Hocking Technical College, a veteran interested in a landscaping venture has teamed up with a veteran starting a tax preparation and auditing business.*

* *Clark State Community College is offering a smorgasbord style dinner prior to each session. This provides an opportunity for some group dynamics to take place.*

* *At Stark Technical College, one of the veterans has hired another on a temporary basis to help in his new business. In addition, many excellent suggestions have come from veterans for each other's businesses.*

* *Cuyahoga Community College's veterans are beginning to be a cohesive networking group within the class.*

These are typical results of networking throughout the program.

<u>Faculty Networking:</u>

* *Sixteen faculty members met in Columbus to network with each other so as to exchange viable information relative to methodology and resource/text materials available in servicing the OVET training at the seven campuses. Materials distributed at this meeting included: Class Plan Sheet, Learning How to Learn--A Monograph, Lesson Plan Format, Personal Communication Inventory, Techniques and Methods of Instruction, Techniques for the Trainer, and handouts--Help, Hindrance, and Happenstance, and Thirty Things we Know for Sure About Adult Learning.*

* *Positive and constructive suggestions and conclusions offered by OVET facilities:*

  1. *Prepare and make available a collation of case studies from small businesses and success stories for class room use to exhibit to veterans who need role models.*

  2. *Offer additional mini-seminars/workshops on problem solving, creative and innovative techniques, and personal computer literacy.*

  3. *Create a central resource for distribution of audio-visual materials and small business reference materials.*

COLLEGE	BUSINESS START-UP DESCRIPTION	IMMINENT START-UP DESCRIPTION
Cincinnati Technical College	Control Panels	Wine Stube Pending Liquor License
	Equipment Wiring	Packaging, Shipping, Bulk Mail, Faxing
	Upholstery	Retail Sales, Lumber
	Fine Finish Carpentry	Printing, Glass Etching
	Desk Top Publishing	Bakery
	Real Estate Sales	Fashion Boutique
	Water Treatment	Hair Care Center
Clark State Community College	Printing	Video Taping - Appraising, Cataloging Contents of a Home or Office
	Construction	
	Woodworking	
	Plants and Landscaping	
	Tax Preparation	
	Small Engine Repair	
	Pottery and Novelty	
Columbus State Community College	Renovate Older Residence	Limousine Service
	Window Washing	
	Carpet Cleaning	
	Vocation School	
	Landscaping	
	Manufacturing Self-Cooling Cans	
	Cooperative Business Organization	

COLLEGE	BUSINESS START-UP DESCRIPTION	IMMINENT START-UP DESCRIPTION
Cuyahoga Community College	Bicycle Sales and Service	Servicing Office Equipment
	Heating and Cooling	Cabinet Making
	Construction	Gift Store
	Computer Consulting	Oil Importer
	Home Improvement	Manufacturers' Representative
		Water Purification
		Credit Counseling
Hocking Technical College	Landscaping	Day Care Center
	Western Tack Shop	
	Bookkeeping and Tax Service	
	Food Vendor Service	
Owens Technical College	Plumbing	Waste Management
	Desk Top Publishing	Midas Franchise
	Electric Motor Repair	
Stark Technical College	Steel Fabrication	Restaurant
	Commercial Art Sales and Design	
	Real Estate Sales	
	Music Lessons and Piano Tuning	

OHIO VETERANS ENTREPRENEURIAL TRAINING PROJECT

PARTICIPANT SUMMARY

December 31, 1989

College	Attended Orientation	Enrolled	Completed Training	Start-Ups	Imminent	Uncertain
Cincinnati Technical College	20	18	16	5	6	5
Clark State Community College	17	13	10	8	0	4
Columbus State Community College	11	18	9	8	3	6
Cuyahoga Community College	39	25	15	5	8	12
Hocking Technical College	10	5	5	5	0	0
Owens Technical College	13	19	19	4	1	12
Stark Technical College	13	10	10	5	2	3
TOTAL	**123**	**108**	**84**	**40**	**20**	**42**
			78%	**37%**	**18%**	**39%**

Private Sector Involvement:

* *Stark County Business League*
  Canton, Ohio
  March 21, 1988

  Program information
  Leon Albert, Stark Technical College

* *Ohio Task Force on Entrepreneurship*
  Special Legislators' Breakfast
  Columbus, Ohio
  November 16, 1988

  Program information
  Leon Albert, Stark Technical College

* *Employment Service Information Exchange*
  U.S. Department of Labor
  San Antonio, Texas
  December 14, 1988

  Shared OVET program's goals and objectives, plus information on project
  Leon Albert, Stark Technical College

* *United States Association for Small Business and Entrepreneurship*
  Cleveland, Ohio
  October 8 - 11, 1989

  Shared OVET program's goals and objectives, plus information on project
  Leon Albert, Stark Technical College
  John Gogo, Cuyahoga Community College
  Roger Bradshaw, Stark Technical College

* *American Technical Association*
  Toledo, Ohio
  November, 1989

  Presented overview of program
  Leon Albert

* *Briefing to State Veterans Advisory Board*
  Columbus, Ohio
  December 15, 1989

  Reviewed status reports from all colleges and the achievements of OVET to date
  Leon Albert, Stark Technical College

* *State Department of Education*
  February 1990

  Presented a comprehensive report on the various VA administered education benefit programs
  Clark DeVol, Assistant Director for Veterans Training

Visitations:

* *State Director visitation to Entrepreneurship Center*
  St. Louis Community College
  St. Louis, Missouri

  Trip was to gain information on St. Louis Community College's veterans program

* *Visitation by James E. Webb, SBA Regional Veterans Affairs Officer*
  Stark Technical College
  Canton, Ohio

  Reviewed status of OVET program

SUMMARY

The grant from the U.S. Small Business Administration specified that 105 candidates (veterans) would be identified and guided into educational and training programs. One hundred twenty-three veterans were identified and 108 participants received training. The goal was to have 85 percent of the 105 candidates complete the program. Seventy-eight percent of our participants completed the core program, plus additional supplemental courses. Thus, 84 veterans completed this program. Initial training was mandatory; 18 hours on how to start, 18 hours on how to run a successful business, and 18 hours on how to write/prepare a business plan. This training, conducted at seven colleges, was selected to ensure a baseline understanding of the fundamentals of the subject matter by all participants.

The veteran participant was asked to evaluate these initial training activities which included the instructor, presentation, material/content, facility, and schedule. The respondents' overall evaluation of the three initial training courses showed a ranking of 9.2 on a one-to-ten scale, one being ineffective and ten the most effective. This was a composite average gathered from evaluation data from all seven colleges. As of December 31, 1989, 37 percent had started a business venture with 18 percent in an imminent start-up position within six months of program completion. Original

projected outcomes of this project included the start-up of approximately 53 new small businesses. From the percentages listed, 60 new small businesses are being generated.

Another goal was to emphasize participation by disabled veterans with a minimum target of 25 percent as participants. We were able to recruit and identify 16 percent in this category, as Ohio Bureau of Employment Services (OBES) did the initial screening and their efforts were hindered by lack of direction due to administrative personnel changes.

A significant thrust was to ensure that veterans had the necessary business and technical skills to be successful in entrepreneurial careers. There is considerable evidence to support the fact that the failure rate of small businesses is very high and that many failures are due to poor management. Although there is some disagreement as to how many of the ingredients of successful entrepreneurship can be taught and learned, there are many more mechanical components to developing and managing a small business (Timmons 1982). Forty-four percent of the veterans did not want to get into a start-up process. Business failure is expensive and ego bruising--and avoidable; yet through this OVET program, while the veterans were dedicated, enthusiastic, and hardworking, many came to realize their likelihood of failure.

Successful entrepreneurship is a product of willing and able entrepreneurs, enterprise opportunities, and a healthy economic environment. This necessitates collaboration among the entities which comprise each of these areas.

SIGNIFICANT ACCOMPLISHMENTS

* *Linkages with financial institutions*
* *Networking with SCORE chapters*
* *Networking between college coordinators*
* *Joint cooperative business faculty linkages*
* *Collaboration with U.S. Small Business Administration in small business development*
* *Advocacy for veterans, maintaining contact with small business community*
* *Linkage with Ohio Department of Development through Ohio Technology Transfer Organization*

But one important outcome not to be excluded or forgotten is the great sense of self-worth and self-fulfillment that has been experienced by the targeted veterans who successfully completed this project.

CONCLUSION

The need for an extension/continuation of programs is evidenced by the number of inquiries we have received both from veterans and other colleges desiring to deliver the services.

* *Enthusiasm of programs has inspired others.*
* *Encouraging graduate and undergraduate business students and business professionals at various colleges to help veterans create small business plans.*
* *Increase the focus of small business development through these types of consortia which provide training and counseling for owners of small firms.*
* *Over ninety percent of the veterans recommended this program be continued and offered to other veterans in Ohio and other states.*

As in any interim evaluation, additional analysis will be necessary to effectively evaluate the program achievements. After at least a year, an additional report will be performed to meet this need.

APPENDIX

A P P E N D I X

LIST OF COLLEGE PRESIDENTS

SAMPLE RESOLUTION

PARTICIPATING ORGANIZATIONS

MAP

STATUS REPORTS

ADVISORY BOARDS

ORIENTATION DETAILS

NEWSLETTERS

APPLICATION FORM

EVALUATION

COLLEGE PRESIDENTS

Cincinnati Technical College
Dr. James P. Long, President

Clark State Community College
Mr. Albert A. Salerno, President

Columbus State Community College
Dr. Harold M. Nestor, President

Cuyahoga Community College
Dr. Nolen M. Ellison, President

Hocking Technical College
Dr. John J. Light, President

Owens Technical College
Mr. Daniel H. Brown, President

Stark Technical College
Dr. John J. McGrath, President

RESOLUTION

TO JOIN TWO-YEAR COLLEGE'S

NETWORK OF MUTUAL SUPPORT

WHEREAS, the State of Ohio needs a mechanism for the uniform delivery of occupational education services across Ohio that is directed at the state's economic revitalization goals; and

WHEREAS, on February 14, 1986, the Ohio Board of Regents by formal resolution pledged its support to a reaffirmation of the role of Ohio's two-year colleges in the state's economic and human resource development strategies; and

WHEREAS, the Board of Regents challenged the state's two-year colleges to the forming of a network of mutual support that would provide a mechanism to deliver occupational education and job training services uniformly across Ohio;

NOW, THEREFORE,

BE IT RESOLVED THAT the Board of Trustees of Stark Technical College hereby expresses its willingness, in addition to the service it renders to its legally mandated service district, to pledge itself to a collaborative statewide mission of occupational education and job training;

BE IT FURTHER RESOLVED THAT the Board of Trustees of Stark Technical College hereby commits itself to join with other Ohio two-year colleges and the Ohio Board of Regents in the formation of a NETWORK of mutual support for the uniform delivery of occupational education and job training services across Ohio; and

BE IT FURTHER RESOLVED THAT the Board of Trustees of Stark Technical College hereby commits itself to reach out and help the NETWORK in its statewide mission of service, when appropriate, when able, and according to protocols agreed upon by the NETWORK membership; and

BE IT FURTHER RESOLVED THAT the Board of Trustees of Stark Technical College hereby agrees to ask for and to receive assistance from the NETWORK if Stark Technical College is unable to deliver the local services sought according to protocols agreed upon by the NETWORK membership; and

BE IT FURTHER RESOLVED THAT the Board of Trustees of Stark Technical College will accept the basic responsibility to the NETWORK to determine local needs to which the NETWORK should respond; and

BE IT FURTHER RESOLVED THAT the Board of Trustees of Stark Technical College hereby authorizes (president) to act on its behalf in the development and operation of the statewide NETWORK for occupational education and job training.

John J. McGrath June 18, 1986

JOHN J. McGRATH, Ed.D.
President

Joseph R. Seich

JOSEPH R. SEICH, Chairman
Board of Trustees

PARTICIPATING ORGANIZATIONS

ENTERPRISEOHIO

Its formation initiated by the Ohio Board of regents, Enter-Prise Ohio is a voluntary association of state-assisted two-year colleges which is designed to function in partnership with the state and the private sector to effectively support and advance the economic and human resource development goals of the State of Ohio. This network is comprised of 3 state community colleges, 5 community colleges, 15 technical colleges and 24 branch campuses of major Ohio universities.

MINORITY BUSINESS DEVELOPMENT CENTERS

Minority Business development Centers (MBDC), funded by the U.S. Department of Commerce Minority Business Development Agency, are located in major metropolitan areas throughout the country. A center's purpose is to assist minority individuals and companies with the start of new businesses, the maintenance or expansion of existing businesses, the obtainment of capital, and the expansion of market and business opportunities. Currently, four such centers and one satellite center exist in the service territory of five of the OVET participant colleges--Cincinnati, Dayton (Clark Technical College), Columbus, Cleveland (Cuyahoga Community College), and Canton (Stark Technical College).

NATIONAL CENTER FOR RESEARCH IN VOCATIONAL EDUCATION

Located at Ohio State University in Columbus, the National Center for Research in Vocational Education is a problem-solving organization with recognized leadership in conducting programmatic research and development. The primary function of the center is to identify important needs and issues in the fields of vocational, technical, and career education and then work toward their resolution.

OHIO BOARD OF REGENTS

The Ohio Board of regents, established in 1963, is the planning and coordinating board for higher education in Ohio. Its role, prescribed in state law, is to help in developing state policies to meet the needs of Ohioans for post-secondary education by effectively utilizing the resources available in public and private institutions. OBR is Ohio's 1202 Commission by gubernatorial designation.

OHIO BUREAU OF EMPLOYMENT SERVICES

The Ohio Bureau of Employment Services (OBES) provides referral, placement, unemployment benefits, veteran services, counseling, testing, and other job-related programs to the citizens of the State of Ohio.

OHIO DEPARTMENT OF DEVELOPMENT

The Ohio Department of Development seeks to bring about growth in the state's economy by encouraging existing business to expand, by attracting new business to the state, by facilitating participation of Ohio businesses in foreign markets, and by linking the state's educational facilities with private business to effect technological progress.

OHIO TECHNOLOGY TRANSFER ORGANIZATION

The Ohio Technology Transfer Organization (OTTO) is a network of colleges and universities coordinated to assist small business and industry with answers to technical and management problems. Funded by the Ohio Department of Development, the objective of OTTO is to provide a source for small business and industry to acquire and apply current knowledge in areas such as technologies, materials, equipment, and management methods. The input of information is contributed by educational institutions, state and federal agencies, and private and nonprofit organizations. Additionally, OTTO provides access to the Ohio State University data bases which can provide recently published articles on almost any subject. There are one or more OTTO agents based at each of the colleges participating in the OVET project.

SMALL BUSINESS DEVELOPMENT CENTERS

A joint partnership among the Small Business Administration, the Ohio Department of Development, and local communities, these centers exist as resources for offering intensive assistance to small businesses. Such centers are located in six of the seven territories served by Consortium colleges--Akron (Stark Technical College), Athens (Hocking technical College), Cleveland (Cuyahoga Community College), Columbus (Columbus State Community College), Dayton (Clark Technical College), and Toledo (Owens Technical College).

STATE EDUCATION COORDINATION AND GRANTS PROGRAM

This project was supported in part or in whole by federal funds of the Job Training Partnership Act (Public Law 97-300, Section 123) and with approval from the State Education Coordination and Grants Advisory Council in Ohio.

Section 123 of the Federal Job Training Partnership act of 1982 established an eight percent set-aside for State Education Coordination and Grants to "be used by the governor to provide financial assistance to any state education agency responsible for education and training."

The Governor appointed a JTPA Education Coordination and Grants Advisory Council (SECGAC) in 1982 to administer the eight percent educational set-aside. SECGAC serves as the planning the policy body for the administration of the Education Coordination and Grants program, in concert with the guidelines established in federal law and in the Governor's Coordination and Special Services Plan.

The SECGAC is comprised of the Chancellor of the Ohio Board of Regents, the Superintendent of Public Instruction, the Administrator of the Ohio Bureau of Employment Services (or their designees), the Director of the Department of Development, the Director of the Office of Budget and Management (or their designees), one representative of the private sector to be nominated by the chair of the State Job Training Coordinating Council, one representative from the Ohio Employment and Training Administrators Association, and one representative from the office of the Governor. The Ohio Department of Education serves as fiscal agent for the SECGAC and has had primary responsibility for administering the set-aside at the direction of the Council.

STATE EDUCATION COORDINATION AND GRANTS ADVISORY COUNCIL

(SECGAC)

Roland Patzer
Director
JTPA Division
Ohio Department of Employment Services
145 South Front Street
Columbus, OH 43266-0556

James Beshalske
Director
Toledo Area PIC
One Government Center
Suite 1900
Toledo, OH 43604

Alternate

Gregory Wince
Executive Director
Central Ohio Rural Consortium
Employment and Training Administration
33 West Main Street
Room 206
Newark, OH 43055

Carla Edlefson
Executive Assistant to the Governor
Governor's Office, SOT
77 South High Street
30th Floor
Columbus, OH 43266-0601

Jack Jackson
Budget Management Analyst
Office of Budget and Management
State Office Tower
30 East Broad Street
34th Floor
Columbus, OH 43266-0411

Ann Moore
Vice Chancellor for Planning and Organizational Development
Ohio Board of Regents
State Office Tower
30 East Broad Street
36th Floor
Columbus, OH 43266-0417

Darrell L. Parks, Director
Ohio Department of Education
Division of Vocational & Career Education
65 South High Street
Columbus, OH 43266-0413

John Venters, Manager
Industrial Training Office
Department of Development
State Office Tower 2
77 South High Street
28th Floor
Columbus, OH 43266-0413

Robert Scarborough
Ohio Job Training Coordinating Council
5318 Oakbrook Drive
Fairfield, OH 45014

O.V.E.T. PARTICIPANT COLLEGES

A-5

CINCINNATI TECHNICAL COLLEGE

College Background

In its twenty-three years Cincinnati Technical Institute has experienced tremendous growth. The first year, 1966-67, saw an enrollment of 115 students in four degree programs, a seven member staff, and thirty-seven co-op employers. Last year the College enrolled 4500 students in forty-five degree and certificate programs and options; had a staff of 260 plus over 100 part-time instructors, and had 500 co-op employers.

While the College has experienced a high growth rate, efforts have also been made to offer the highest quality of instruction available. Many awards and citations have been received attesting to the excellence of the college faculty and students. The College has been honored by the Ohio Board of Regents through its Program Excellence Awards. This state-wide competition is open to all under-graduate programs offered at public colleges and universities. The College received awards for the Civil Engineering Technology Program in 1984, the Electromechanical Engineering Technology Program in 1986, and the Dietetics Program in 1988.

Project Participation

***Tom McDaniel**, the eldest of the group, has had more to overcome than most of the members. His self-confidence took longer to build and it was essential to capture and direct his focus. This has been achieved, in great part due to his own struggling and coming to grips with the realities--a self assessment of his strengths and weaknesses and just getting to*

the tasks and doing them. Thomas completed all seven of the OVET training courses. He has been employed in the bakery business for a number of years, but he has a burning desire to be self-employed. He will either buy an existing bakery or start one if he is successful in obtaining capital.

***Paul Feist** has indicated that his intentions are to actively condition his efforts to complete his plan. Paul completed all seven of the OVET training courses. He has purchased land with the intent of starting a wine stube. He has not started his business as of this time because he must obtain a license from the state and must obtain zoning approval; thus is focusing on zoning clarification and applying to the state liquor board for the proper license.*

***Jerry Johnson** could be one of the successes of the OVET program since he has contractually purchased 15 acres of land in Adam County and will be processing lumber for resale. Jerry completed two OVET courses and his business plan.*

***Eugene Hurt** is almost in the final state of completion. His activities currently are centered around price accumulation and finalization of pricing for billable and chargeable items. Eugene completed all seven OVET training courses and started a business, Caroline Desktop Publishing, and has acquired the equipment necessary to operate it. His business plan has been completed and he is focusing on marketing his service.*

***Robert Howard** is employed by a manufacturer of electronics in the defense industry and is currently involved in some sideline activities in an attempt to raise his collateral*

and/or equity portion for his loan. Robert completed all seven OVET Training courses. His goal is to start a small business providing a full service in shipping, packaging, bulk mail, and faxing. His major need is raising capital.

Ken Mintz has shown a renewed intent especially since he has been able to find a place of employment that is more conducive to his style. His documentation has been re-reviewed and he is currently completing the finance and marketing strategy sections.

Lawrence Hill completed all seven of the OVET training courses. He currently owns an upholstery and furniture refinishing business. He plans to use the knowledge that he received in the OVET program to help him expand his business. The OVET program has given him a great deal of business information and confidence.

Russell Hill possesses the necessary computer skills that will make his plan a highly professional piece of work at completion. Russell completed all seven of the OVET courses. He enrolled in the business management associate degree program at the College. His business, Small Spaces, is engaged in the art of fine finish carpentry.

Louis Gehring completed all seven of the OVET training courses. He purchased a business that sells control panels and equipment wiring. He was an employee of the business before purchasing it and was a graduate of the CTC electronics engineering program prior to starting the OVET program.

Clyde Hardin completed three of the OVET courses. He is

employed in the construction industry. He dropped out of the program due to employment problems, but he did return to complete the final course. He has decided not to pursue his own business. However, he has taken the responsibility of enabling the Cincinnati OVET group to form a non-profit foundation that will be dedicated to serving veterans who have an interest in small businesses.

James Rainge completed five of the OVET training courses. He also recently graduated from the CTC real estate program. He is employed in the real estate field.

Sherry St. George completed all seven of the OVET training courses. She served in the U.S. Marine Corps for years. She is employed in the retail clothing business.

Wilma Stewart completed five of the OVET training courses. She has decided not to go into business.

Richard Walter completed two OVET training courses. He is self-employed in the water treatment business. He could not complete additional course work due to the long work hours required in operating his business.

Abraham Watkins completed all seven of the OVET training courses. He decided not to remain active after the OVET course work was completed.

Jimmy Williams completed all seven of the OVET training courses. He has had an interest in the fashion industry. He plans to open a salon in the late spring with a long-range goal of franchising.

As an overall comment and in retrospect, it is noted that

despite the intentions of the active members, the major difficulty has been with their willingness and/or ability to evoke time management to establish reference time and data accumulation time. This comment is not intended to be critical. It is presented as a self critique of the activities conducted to date and as a measure that can be utilized to ensure proper, quality completion and submittal of final drafts.

One area noted for future reference and as a consideration for future programs is that in general, the program has dealt with individuals who have until now been unable to be involved in a formal academic environment and therefore are from a more work-oriented type environment, i.e., standard work times, 8:00 a.m. to 5:00 p.m. In the past, they have not been held to the disciplines necessary that force the manipulation of trade-offs between work and leisure time.

The added dimension of stress added by not only having to accomplish unfamiliar tasks but to find that balance between work and leisure trade-offs, has been accomplished to a large extent by the group, but the time element or exhaustion of time that has transpired by getting them to that realization or point of awareness has consumed a tremendous amount of effort, energy, and that precious commodity, "time".

It is summarized that those individuals who are presented in the active state have now overcome this major hurdle.

Accomplishments have and will continue to be made. The increase in the knowledge base of all the participants has been

achieved. The epitome of this knowledge base, of course, would be in the opening and successful maintaining of fourteen small businesses.

CLARK STATE COMMUNITY COLLEGE

College Background

On July 1, 1988, the Ohio Board of Regents approved the transition of Clark Technical College to Clark State Community College. This action expanded the services and programs of the College. As a result, today Clark State offers associate degrees in nearly 30 technical areas, as well as the Associate of Art and Associate of Science degrees (universal parallel programs). This expansion of the College's mission is the fruition of years of growth and change.

In the mid 70s the College re-examined its mission and determined that in order to more successfully meet the needs of local residents, transfer should be included as a secondary focus at the College. To accomplish this, many new courses in the humanities and the social sciences were added to the curriculum. By 1985, Clark had developed one of the broadest and deepest general education programs of any technical college in the state.

It was this solid foundation, together with the many strong technical programs that had been developed at the College, that made the evolution to a community college a smooth and logical step.

Today, Clark State Community College looks proudly at its

past 26 years of service and eagerly toward its future. It stands ready to meet the needs of today's and tomorrow's students.

Project Participation

Wendy Moore is currently working long hours and has not had the time to complete classes for fall quarter 1989. Family problems have complicated her tax preparation business. She expects to get rolling again first quarter 1990. The tax business is a successful part of her life.

Dave Durand has learned greatly from the OVET program. He has several big contracts and is hiring more people. Dave has a new IBM computer system. His business is very good and he is working to upgrade customer profiles.

Billy J. Branchfield has been sick but continues to plug away at the wood working business. He has a new setup in Dayton and is currently making toys and small wood products.

Curt Seaman no longer attends classes at Sinclair Community College. He had been enrolled in its Commercial Art Department. He is presently working as a printer at Springfield Engraving.

William D. Fagan has been called back to work at Truck Sales and Processing. He is not doing as much with small engine repair due to his work and the season.

Ray Upshaw's construction company continues and is showing profit. He has been doing home remodeling and now is preparing to bid on the construction of a house.

Franklin D. LeValley is currently working with veterans to

ensure they get their benefits at the County Veteran Service Commission. He continues to assist a friend working with a billiard business and would like to start his own business. He remarked that the OVET program has had a big influence on his life.

Michael Williams withdrew from the program at the mid-point.

Pamela Murphy is currently working at Kornnuts in Urbana. She talks about how helpful the OVET program was to her with her current work.

Ray Jenkins is currently working for the Ohio Correction facility in Dayton and will use the information learned to start a business in the future. He had an excellent gain of knowledge from the OVET program and would take the course work again if he could.

Stephen J. Pavelka is doing very well in his pottery business. He is adding new products and creating new sales outlets. He has the entire family working and will soon add additional square footage.

Russell Hull has ended his landscape goals and is currently sampling a number of other possibilities. At this time he is working with Sears and Roebuck. Bids for construction of homes are underway.

John House in between jobs and plans to begin work at the Wright Patterson Air Force Base museum.

COLUMBUS STATE COMMUNITY COLLEGE

College Background

For over a quarter of a century, Columbus State Community College has been meeting the diverse educational needs of the community and is proud to be an important contributor to the growth and change of Columbus and central Ohio.

As a state-assisted college, Columbus Technical Institute provided technical programs which prepared students for immediate employment. From the first graduating class in 1965 through today, more than 14,000 students have earned associate degrees in more than 30 technical fields. The success of the College is reflected in the many accomplishments of these graduates and the many other students who have completed courses to improve and enhance their skills.

On July 1, 1987, Columbus Technical Institute was re-chartered as Columbus State Community College by action of the Ohio Board of Regents. This significant change was a result of careful study of the educational needs of Columbus and central Ohio and the resulting findings that supported the establishment of a comprehensive community college to provide additional educational opportunities to area residents.

In addition to courses offered on the main campus, classes are offered at five off-campus locations throughout central Ohio. The College's Business and Industry Training Division also offers customized training programs for local employers on campus or at the business site. Columbus State's main campus is centrally located on approximately 45 acres near downtown Columbus.

Project Participation

Applicants in Columbus's OVET program were interviewed by an advisory committee made up of people in all types of businesses. Those selected were enrolled in 54 hours of training involving:

How to Start a Successful Small business
How to Manage a Successful Small Business
How to Write a Business Plan

There also has been counseling, advising, and seminars to help the veterans concerning their personal needs.

Columbus State enrolled 15 veterans in the OVET program beginning June of 1988. The program concluded August 23 with the graduation program.

Eight participants completed the program. They are involved in the following businesses:

Window Washing Business
Contractor of Rehabilitation Homes
Vocational Schools
Limousine Service
Landscaping
Self-Cooling Cans
Carpet Cleaning
Cooperative Business Organization

***Stanley Battle** completed the core courses plus three other short courses. His business is to renovate old houses and sell to low income people. His business is moving along fairly well.*

***Richard Bellick** completed the three core courses. He was hoping to start a health care center, but did not get it going. He is now working in a child care program.*

***David Cooper** completed the core courses and four other*

short programs. He has been working with the OTTO representative about pricing. His business, window washing and home and care maintenance, is doing fairly well.

***Ray Dodd** completed the three core courses and worked with a couple of people who were referred to him for advice. He has a patent on a refrigerated soft drink can and is exploring the market for this product.*

***Donald Douglas** completed the core courses plus several other short-term courses. His business is doing very well. He is in the carpet cleaning and supplies business. He also is running a business called Right Choice and doing very well in the program.*

***Barry Edney** completed part of the core courses. He has opened a barber shop and seems to be doing well. He is planning to expand into a skin care business.*

***Dwight Lenox** completed part of the core courses and also came back to the College and took 44 hours in small business courses. He is operating a beauty and hair supply business, and it is doing very well.*

***Albert Neigling** took part of the College's first two courses. He started T & T Fish Business in Mt. Vernon which has since closed.*

***Frank Nowlin** took most of the core course but did not finish or get his business started.*

***Ralph Ruthledge** completed the three core courses plus about six short-term courses. He started a vocational school which outgrew the building and moved to a new location. He*

also plans to open a day care center. He is doing very well.

Clark Valentine completed the three core courses and took six other short courses and helped with a business plan. He is expecting to start a limousine service in the near future.

Kathleen Williams completed the three core courses, plus two short courses and also a 44-hour small business course. She plans to get a greenhouse started in the spring.

CUYAHOGA COMMUNITY COLLEGE

College Background

Cuyahoga Community College, known as Tri-C, is a two-year community college with 24,000 students on three campuses in the Cleveland area. The College is a 25-year-old comprehensive institution that provides adult education, technical programs, and non-credit courses, as well as the freshman and sophomore years of the traditional college parallel curriculum.

The Ohio Veterans Entrepreneurial Training program at Tri-C is run by the Division of Access Services, which alsc administers programs funded by the U.S. Department of Education and the state of Ohio, to provide educational support services to disadvantaged and disabled students, displaced homemakers, college-bound high school students, and veterans, among others.

Project Participation

Cuyahoga Community College, which is located in a large urban area with a significant veteran population, had the largest response of the seven colleges and technical schools in the OVET consortium. Fifty-one potential participants were interviewed.

Because of this response, permission was obtained to run two classes. A selection committee picked 31 candidates thought to have the necessary technical skills and financial resources to start a business.

Three core courses were offered:

How to Start Your Own Small Business
How to Run Your Own Small Business and
How to Write a Business Plan

In addition, five optional courses were offered:

Marketing
Sales Techniques
Bookkeeping and Accounting for Managers
Introduction to Computers for Small Businesses and
Promotions on a Shoestring

An instructor is being sought to teach a sixth and final course, Small Business Credit and Collections.

The courses were taught by persons already in business training. Some were from the College faculty, from the continuing education program, from the Cleveland Small Business Resource Center, and from various small business training organizations.

The courses ranged in length from one week to ten weeks. Students completing the various courses received certificates at recognition dinners held for the veterans and their husbands or wives. The certificates were presented by the instructors.

Due to the large number of participants in the program, two separate class sections were held every week on Thursday evenings and Saturday mornings. The students were split into two groups based on the type of business they were planning to start. After the first few courses it was found that some of

them preferred to switch from their assigned group due to time conflicts. Before long they were attending whichever section was most convenient, sometimes attending the Saturday class one week, the Thursday class the next.

This was no problem as both sections were taught by the same instructor, and the students benefited from the interaction with the students in the other section, resulting in a more cohesive group.

In addition to the scheduled course work, tuition was paid for veterans desiring additional training in subjects related to their specific businesses, or courses providing more in-depth training than could be provided through the program, such as courses in international marketing and in specific computer application programs. Four veterans are currently enrolled in classes at the College.

The College also provided the Myers-Briggs Type Indicator Test, to give the veterans more insight into their own personality types.

Training is now nearly complete, and 14 veterans are still considered active. Another veteran has "graduated" and is in business out of state.

A number of students were lost for a variety of reasons. Some decided that they really didn't want to go into business which was expected going into the program. A few found that they couldn't devote sufficient time to the OVET program due to the demands of their jobs and families. Several just moved away; some without leaving a forwarding address.

A number were lost during and after the third course, How to Write a Business Plan. Either they were discouraged because of the work involved in writing the business plan, or because they realized during the planning process that they just didn't have a good idea for a business.

There are a number of success stories. One veteran had been thinking about starting a computer consulting business, but lacked the business knowledge to proceed. The OVET program provided the push and the knowledge to get his business started on a part-time basis.

A female veteran has gone into business conducting seminars on a variety of topics.

Another veteran and his wife opened a bicycle store. They started their business in Raleigh, N.C., where the bicycle business is less affected by the weather.

A veteran who already has a tavern business started a local construction company. He feels that if he goes to Charlotte, S. C., he might find enough work to last through this area's slow winter construction season. He has construction workers available who are willing to go.

One veteran has gone into the housing rehabilitation business, another into home improvement, and yet another is trying to obtain financing to get into the business of servicing office equipment.

Another veteran, along with a co-sponsor, has established a scuba gun manufacturing operation which will be expanded.

Businesses still in the planning stages include a heating

and cooling business, a cabinet maker, a gift store, an oil importer, a manufacturers' rep, a water purification equipment company, and a credit counseling service.

It is certain that some of these veterans will do very well. Some of them may fail, but each of them has a better chance of success with the knowledge, training, counseling, and resources obtained through the Ohio Veterans' Entrepreneurial Training program.

HOCKING TECHNICAL COLLEGE

College Background

Hocking Technical College is a two-year college where the accent is on "learning by doing"--a good place to gain technical knowledge and personal skills for a successful career. Students learn in well-equipped labs and training facilities with an outstanding faculty and staff, whose emphasis is on personal interaction with students. The College is located near Nelsonville, Ohio. Its 250-acre campus is surrounded by the Wayne National Forest.

Offering associate degrees and technical certificates in more than 30 programs, Hocking Technical College was chartered by the Ohio Board of Regents in 1969 and is accredited by the North Central Association of Secondary Schools and Colleges.

Project Participation

***Jeffrey Wayne Yost** has decided to enter nursing school so he will be better qualified to own and operate a day care center in Zanesville, Ohio. As a result of taking the small*

business courses and completing his business plan, Jeff discovered he was ill-prepared to borrow money and operate a child care facility.

***Robert E. Brown** operates a Western Tack Shop on a part-time basis near Marietta, Ohio. He is going to continue his regular full-time job until he is sure the business will survive.*

***Kevin Martin** has just received approval for a $75,000 business loan from an Athens area commercial bank to expand his existing landscaping business.*

***Russell Smith** opened his new Logan, Ohio, bookkeeping and tax service business this past January. He attributes some of his success to the marketing and advertising advice he received from the OVET program.*

***Robert A. Hartsock** continues to operate his street vendor food service near Ohio University in Athens. He has tentative plans to market this concept as a "chain" near other college campus facilities.*

OWENS TECHNICAL COLLEGE

College Background

Owens Technical College is a fully accredited, two-year state-assisted institution of higher education. The College has two campuses. The Toledo-area campus covers over 100 acres with nine major buildings, while the campus in Findlay has one major building with a new building in the planning stages for 1991. There has been a steady increase in enrollment since

Owens opened its doors in 1965.

Owens has more than 50 technical program majors that include a two-year associate degree, a one-year certificate program, or a specialized training or retraining program in the continuing education division.

Project Participation

The Ohio Veterans Entrepreneurial Training program at Owens Tech is run by the continuing education division. The selection committee chose 19 veterans to participate in the OVET program.

Six core courses were offered:

How to Start a Small Business
Managing a Small Business
Writing a Business Plan
Recordkeeping
Practical Steps Toward Business Success I
Practical Steps Toward Business Success II

The courses taught were each 18 hours in length. They were taught by area small business persons hired as instructors through the continuing education division. Students completing the courses received a certificate at a recognition dinner held at the end of the program in October.

Besides the course work, one-hour appointments for each veteran were arranged with SCORE advisors to discuss their business plans and ideas.

One veteran took advantage of a two-day conference sponsored by the Toledo Chamber of Commerce entitled "Growing Your Business."

Individual counseling sessions were arranged with a small

business consultant to finalize plans for starting veterans' individual businesses.

The OVET program has been a tremendous opportunity for each of the 19 veterans who participated. Some businesses remain in the planning stages, while at least three veterans are now in business for themselves. Several veterans chose not to start their own business. Nevertheless, the OVET program at Owens Tech was a success for them, as well, because of the knowledge obtained as to what is involved in starting a business.

Project Participation

***Jerry Conrad** completed all six of the OVET training classes. He wanted to purchase a Midas franchise; however, the franchise was sold to another individual. He does not want to relocate, so he continues to manage Midas stores in the area while he waits for another store franchise to purchase.*

***Glen David** completed all but the final OVET training course. Glen has decided not to start his own business. He originally wanted to open a restaurant featuring fish.*

***James Dick** completed all but the last OVET training course. He decided not to start his own business.*

***Terry Dohoney** completed all but the last OVET training course. Personal problems have kept him from starting his own business. He was interested in acquiring property for rental purposes.*

***Thomas Drylik** attended the first four OVET training classes. He decided not to continue with this program.*

Robert Drummond completed all six of the OVET training classes. He currently is employed with a large company in Toledo. However, he has been developing custom software packages for small businesses and would like to market and sell them on a part-time basis. He should be able to meet his goals this year.

Arnold Elton completed all but the final OVET training class. He originally planned to start his own construction company; however, he has decided not to continue with this plan.

Alan Hanna completed all six of the OVET training courses. His proposed business venture was to purchase an automobile parts store. He decided not to start his own business.

James Harmon completed all six of the OVET training classes. He wanted to start a recycling solid waste company. However, once he realized the magnitude of this undertaking, he decided not to start his own business.

James Linenkugel completed all six of the OVET training classes. James decided not to start his own business.

Daniel Maag came to the first four OVET training classes. In an exit interview, he decided not to start his own business and did not have time to finish the program.

Robert Mackey attended five of the OVET training classes. he wanted to start a mail order ceramic business. However, because of his time schedule, he felt he had to put the idea of starting a business on hold.

Skinny Moore came to all six of the OVET training classes.

He wants to start a plumbing business. However, because he needs to clear up some financial difficulties, he will need to continue to be employed in this type of business and gain experience.

***Gregory Ovall** attended five of the OVET training classes. He wanted to make cabinets for sale to the public; however, he decided he would not start his own business.*

***Dwight Shrock** attended five of the OVET training classes. He dropped out of the program in December 1988 due to time conflicts with his job and home.*

***Rodney Singer** attended five of the OVET training classes. Rodney is self-employed in a janitorial service company. He is just able to make ends meet. He will continue in this business and try to make a success of it.*

***David Skilling** completed four of the OVET training classes. He decided not to go into business.*

***David Swanson** completed all six of the OVET training classes. He wants to start his own desktop publishing business. David has financial concerns and a large family which hold him back from putting everything into his own business. He continues, however, to train in this field.*

***Richard Switzer** completed all six of the OVET training courses. In January 1990 he started his own electric motor repair service part time. In April of this year, he plans to make this his full-time business.*

STARK TECHNICAL COLLEGE

College Background

Stark Technical College is a two-year state-assisted technical college founded in 1960. Stark Tech provides a practical education that prepares students for worthwhile careers in health, business, engineering technology, and public service fields.

The reputation for excellence gained by Stark Technical College has helped it to become the largest college in Stark County with more than 4,000 students. The Center for Employee Development and Management complements the 25 associate degree programs with continuing education and customized training offerings.

With 95 percent or more of its graduates finding jobs each year, Stark Tech has earned the reputation as "The College That Works."

Project Participation

Stark Tech is presently supporting the efforts of seven veterans in the OVET program.

Vince Johnson, Four Star Manufacturing, recently moved into a newly opened business incubator in Massillon, Ohio.

Charles Garborino is negotiating a purchase of an existing restaurant.

Willie Lowery, Jr. is an artist. He is presently contemplating the purchase of a computer. He intends to use graphics software to develop his unique style of art.

John Dunlap has passed the real estate exam and has his

real estate license. He also is nearly about ready to publish the third edition of the OVET Newsletter.

***Enoch Frierson** teaches piano and also tunes pianos. He says he can't get much busier.*

***Carl Stover** is working to purchase a piece of land and eventually build a golf course.*

***Eugene Hall** owned and operated a dental lab when he entered the OVET program. He decided, after a soul searching self evaluation that business ownership was not the best option for him. He abandoned his business and was hired by a local dental lab.*

OHIO VETERANS' ENTREPRENEURIAL TRAINING PROGRAM ADVISORY BOARDS

Cincinnati Technical College

Paul Callahan
Director, Continuing Education

Edward Crawford
Ohio Bureau of Employment Services

Paul Davis
Business Technologies Division

Yolanda Lawrence
Coordinator, Veterans Affairs

A. D. Malloy
SCORE

Morris Moore
OTTO

Gene O'Connell
Small Business Administration

Clark State Community College

Dale Henry
OVET Campus Coordinator

Frank Davis
Springfield Financial Group

Edward Atzenhoefer

J. K. Lourens
OBES

Ed Comer
General Business Services

Claude A. Beverly
OTTO/SBEC

Marcus Blackwell
Veterans' Representative, OBES

Pat and Ernie Bolla

Marsha Bradford
Veterans Representative, OBES

Columbus State Community College

Gene Marshall
OTTO

Jim Paull
Developmental Education

Hal Babson
Business Chairman

Ralph Burnett
College Coordinator

Doug Sweasy
SBA

Cloudy Williams
D. O. L. (VETS)

Frank Gallo
SCORE/SBA

Jeff Staley
State Savings

Bernard Nye
Columbus State Community College

Cuyahoga Community College

Patrick Hayes
Small Business Administration

Mary Moore
Vet Center - West

Joe Ortenzy
Veterans' Administration
Vocational Rehabilitation and Counseling

Hiram DeJesus
Minority Business Development Center

Patti DeRosa
Director, SBRTC
Unified Technology Center

Claude Banks
Coordinator, Contract Management and Development

Owens Technical College

Eileen Granata
Toledo Chamber of Commerce

Phillip Clinard
Mid-America National Bank

Russell Finkhousen
Mid-America National Bank

Thomas Blaha
Wood County Small Business Development Center

Richard Everhardt
Consultant

Paul Zatko
Chairman Marketing and Finance

Lew Bennett
OTTO Agent

George OTT
SCORE

Russell Sears
SCORE

Stark Technical College

Roger Bradshaw
OVET Campus Coordinator

John Capocci
Society Bank

John DeNinno
Cotman Consultants

Pat Hayes
SBA, Cleveland, Ohio

Tom Horner
Senior Vice President, The Central Trust Company

Steve Katz
Greater Canton Chamber of Commerce

Dick Knight
Vice President, Stark Development Board

Fred Marich
Associate Dean, Business Technologies
Stark Technical College

Stark Technical College (Continued)

Art Moyer
Innovation Institute, Stark Technical College

Waddie Pope
Minority Business Development Center
Stark Technical College

Joe Powell, LPA
Vice President
Akron Steel Treating Company

Sam Urban
Stark Development Board

Merrit Wolfe, Past Owner
Canton Floors

The State of Ohio's
seven participating colleges
of the Ohio Veterans
Entrepreneurial Training (OVET) Program
cordially invite you
to a special orientation
to welcome veterans into this project
at Franklin County
Veterans Memorial Auditorium
300 West Broad Street
Columbus, Ohio
Wednesday, May 18, 1988
9:30 a.m. to 3:00 p.m.

R.S.V.P.

Leon Albert
(216) 494-6170

Lisa Perrin
(614) 469-5548

Luncheon Included

Ohio Veterans Entrepreneurial Training

OHIO VETERANS ENTREPRENEURIAL TRAINING PROGRAM

WEDNESDAY, MAY 18, 1988

FRANKLIN COUNTY VETERANS MEMORIAL AUDITORIUM
WAYNE BREHN ROOM
COLUMBUS, OHIO

ORIENTATION AGENDA

9:30 - 10:00 AM **REGISTRATION** - Coffee

10:00 **WELCOME**

Leon H. Albert - State Coordinator
Stark Technical College
Presentation of Colors - Color guard - Pledge of Allegiance

10:10 - 10:35 **INTRODUCTIONS**

Dr. John J. McGrath - President Stark Technical College
Frank D. Ray - District Director, U.S. Small Business Administration
James N. Thomson - Regional Administrator, U.S. Small Business Administration
Michael Valentine - Acting Director, Ohio Bureau of Employment Services

10:35 - 11:10 **FEATURED SPEAKER**

William Coulter - Chancellor of Ohio Board of Regents

11:10 - 11:40 **INTRODUCTION & PRESENTATION**

Lisa Perrin - Deputy District Director
Small Business Administration

Attorney James Lagos - Springfield, Ohio
Businessman and leader of Ohio Delegation to the White House Conference on Small Business.

11:40 - 12:00	**BREAK - NETWORKING**
12:00 - 1:00	**LUNCHEON** Introduction of representatives from various participating veterans organizations. Cloudy Williams and Don Bloodsworth, Ohio Bureau of Employment Services Veteran's Affairs
1:00 - 2:00	**PANEL** "Getting Down To Business" Paul Callahan - Moderator, Cincinnati Technical College PANELISTS: John DeNinno - Hudson Charley Ginn - Cincinnati JoElaine Glowacki - Toledo Norm Robinson - Cincinnati
2:00 - 3:00	**GROUP SESSIONS** by College (at designated marked tables) - coordinators & instructors
3:00	**EVALUATIONS & ADJOURNMENT**

OVET

Ohio Veterans Entrepreneurial Training

Small Business Veterans

PREMIERE ISSUE | VOL. 1 ISSUE 1 | FEBRUARY 14, 1989

THE "ONE BITE AT A TIME" APPROACH TO ELEPHANT EATING

by Roger Bradshaw

Two questions seem to echo back and forth across the state between OVET participants and their advisors. The first is "How can I get money to start my business?", and the second is "How and where do I find customers who will support my business?" The ultimate answers to these questions are as diverse as the individual businesses and the veterans who own them. For the fortunate few who have the financial resources to leverage SBA or other loans, the activities for the immediate future are well defined -- present a well organized and persuasive business plan to the loaning institution, fill out the proper forms, cross your fingers, and wait.

For the veterans who do not have savings or collateral sufficient to satisfy a lender's requirements, another step will probably be necessary. It may be as simple as continuing to work at your present job or taking a second part-time job to accumulate enough money to put yourself in the "fortunate veterans" category.

Regardless of what form this road map to riches takes for your business plan, please consider the problem-solving process that you use as it is so often this process that separates the winners from the losers. Every endeavor, whether it is a new diet or a new business, requires two kinds of effort.

Some effort is necessary just to keep things where they are-- just to stay afloat. If you are operating a restaurant, you have to wash the dishes over and over again, just so you can continue to serve food. Washing dishes today doesn't help to make it easier or less time consuming to wash them tomorrow. It is simply work that is necessary to maintain the status quo.

Another type of work contributes to the business in a way that compounds from day to day. If the owner of the restaurant installs a dishwasher that saves his employees three hours labor per day, then at least some of those hours can be used to do things that further improve the efficiency with which the restaurant operates. This will free up more time, and the cycle continues.

Too many business owners become consumed by the drudgery and "extinguishing brush fires" type of effort, and they don't force themselves to participate in at least some of the cumulative, problem-solving type of effort every day.

Your greatest business concerns -- funding, advertising, marketing, indeed your entire business plan -- must be broken-down into finite, bite sized tasks; and those tasks must be put behind you with methodical, consistent effort.

Newsletter is meant to be for your benefit

by John Dunlap, Editor

Welcome to the very first issue of a newsletter devoted to bringing information to those associated with the OVET Program. With the able assistance of Leon Albert, OVET's Program Director; and Roger Bradshaw, Stark Technical College's OVET Coordinator, our aim is to publish six newsletters during the coming 12 months.

As editor of the OVET newsletter, I'd like for you to know that I'm also a veteran (Vietnam Era), and I'm also a current participant in Ohio's pilot OVET program. It is my sincere hope that each and everyone of us will complete our course of study and go on to become successful entrepreneurs.

It is also my hope that this newsletter can be of aid and assistance to you. We will, hopefully, be able to carry items of significant interest to you about the OVET program and those who are actively involved. To accomplish this task, we're going to need your input.

Please take the time to write to us and tell us about your business, the services and products you are offering. We will try to incorporate that news in future issues to let all of our readers know about your business and what you have to offer. It is possible that this newsletter could reach potential customers and clients who can learn of what you offer. To communicate with us, please send your letters to:

Stark Technical College

OVET Program Newsletter

6200 Frank Road

North Canton, Ohio 44720

We'll do our best to keep you informed of what is happening with the OVET program. The program's success can be measured, and those who will follow in our footsteps, as a result of our success, can go on to become successful entrepreneurs.

Who's Who and How to Find Them

Who's doing what and where? To find out, read on:

At Cincinnati Technical College — Paul Callahan, **Coordinator**

Paul Fiest, at 2815 Urwiler Ave., Cincinnati, OH 45211, a wine store, a place to have a glass of wine and a sandwich.

Louis E. Gehring, at 10751 Harrison Ave. #16, Harrison, OH 45030, house wiring, small factory repair, machinery installation.

Clyde R. Hardin, at 12102 State Route 774, Bethel, OH 45106, Glass repair business, auto plate, etc.

Robert L. Howard, at 2059 Lawrence Ave., Norwood, OH 45212, a diversified business center, mailbox rental, copying service, Western Union, passport and ID photographs, key cutting, etc.

At Clark State Community College — Larry Henry, **Coordinator**

David Aurand, at 6644 Emerald Ave., Enon, OH 45323, Photographic business offering commerical, portrait, and lab services.

Billy Branchfield, at 4038 Scheniey, Enon, OH 45323, Custom wood working with a sideline of machine purchasing and resale to business.

William Fagan, at 1985 State Route 560. Urbana, OH 43078, Repair shop for cars and light-duty trucks.

Randall Hazelton, at 9661 Jones Road, South Vienna, OH 45369, Home maintenance and repair; presently owns an insurance physical damage appraisal service in Columbus, Ohio.

Columbus State Community College — Bernie Nye, **Coordinator**

Stanley J. Battle, at 1409 East Maynard Ave., Columbus, OH 43211, House renovation.

Richard E. Billick, at 3915 Bronson Court, Hilliard, OH 43026, Currently established a health club.

Donald E. Douglas, at 3355 Lowell Drive, Columbus, OH 43204, Currently has a residential carpet cleaning business; interested in starting an advertising business.

Larry W. Harrison, at 2023 Wolverhampton Road, Powell, OH 43065, Currently has a painting and papering business; plans to expand into other areas.

Cuyahoga Community College — Louis Niro, **Coordinator**

Zeddie Adams, at 22803 Vera Street, Warrensville Heights, OH 44128, Insurance agency.

Charles Allen, at 1642 Belmar Road, Cleveland Heights, Oh 44118, 24-hour heating, cooling, and air conditioning contracting service.

Allen Bender, at 93 Jacqueline Drive, Berea, OH 44017, Bicycle retail sales and service.

John Chilkcutt, at 12049 Emery Road, Cleveland, OH 44135, Air conditioning and refrigeration repairs.

Hocking Technical College — Valerie Perotti, **Coordinator**

Ernie Bean, at P.O. Box 87, Coolville, OH 45723, Interested in restaurant business; currently involved in a bait and tackle store and campground on the Hocking River.

Robert A. Hartsock, at 2850 Biddyville Road, New Marshfield, OH 45766, Owns and operates a vending trailer in Athens but would like to expand.

Robert A. Hoffman, at Route 3, Box 318, New Matamoras, OH 45767, Engine rebuilding.

Michael Malone, at Route 4, Box 88, Oak Hill, OH 45656, Construction business.

Owens Technical College — Mary Jerger, **Coordinator**

Jerry Conrad, at 5805 Hunting Creek, Toledo, OH 43615, Midas repair shop, supervisor.

Glen Davis, at 2417 Putnam, Toledo, OH 43620, Planning on starting a locksmith business.

James Dick, at 5065 San Luis Rey, Sylvania, OH 43560, Semi-trailer and parts store.

Terry Dohoney, at 127 Haskins Road, Bowling Green, OH 43420, Residential property business.

Stark Technical College — Roger Bradshaw, **Coordinator**

Con't. on page 3

Curtis Feguson, at 9179 Ast Street, Malvern, OH 44644, Pizza shop.

James Garaux, at 1339 Dunkeith NW, Canton, OH 44708, Landscaping and auto repair.

Charles Garbarino, at 951 10th Street, Massillon, OH 44646, Small restaurant and lounge.

Eugene Hall, at 2341 State Road, Apt. #1, Cuyahoga Falls, OH 44223, Sole proprietor of Hall Dental Ceramics Lab.

If you're in the program and your name didn't appear in this issue, we'll do our best to include that information in the next one.

Small Biz Network

Small Business Service Bureau
544 Main Street
P.O. Box 1441
Worcester, MA 01601
(508) 756-3513
(800-343-0939; in MA 800-262-2981)
Contact: Larry L'Abbe

Private, national small business association with over 35,000 members which provides small businesses and new business start-ups with legislative advocacy, management assistance via manuals or by phone, group health insurance benefits and other services. Also provides consultation on trading with the People's Republic of China. Membership dues are $75/yr. for businesses with under 5 employees; $125/yr for more than 5.

Homeworkers Organized for More Employment (H.O.M.E.)
Box 10
Orland, ME 04472
(207) 469-7961
Contact: Lucy Poulin, President

Provides a marketing outlet for Maine crafts through their retail, wholesale and mailorder departments. Also holds classes and craft fairs. Bimonthly newsletter and catalogs available.

SBA
U.S. Small Business Administration

National Association of Home Based Businesses
P.O. Box 30220
Baltimore, MD 21270
(301) 363-3698
Contact: Cynthia Brower

Provides networking, seminars, workshops joint marketing services, and a quarterly newspaper specifically for the needs of home based businesses. Currently 800 members nationwide. Cost of joining varies with membership category.

American Women's Economic Development Corporation
The Lincoln Building, Suite 405
60 East 42nd Street
New York, NY 10165
(212) 692-9100
Contact: Jane Carlin, Vice President

Offers long-term, comprehensive management training, counseling and technical assistance for women. Call their national hotline for more information about their services, conferences, workshops, seminars and networks. 800-442-2933 (New York State); 800-222-AWED (all others).

National Cooperative Business Association
1401 New York Ave., N.W., #1100
Washington, D.C. 20005
(202) 638-6222
Contact: Leta Mach, Director of Communications

Trade association created to represent, strengthen and expand cooperative businesses. A membership organization ($35/yr for individuals; variable amount for groups or businesses) offering a newspaper, legislative assistance, training programs and other services.

The Crafts Center
2001 O Street, NW
Washington, D.C. 20007
(202) 728-9603
Contact: Caroline Ramsey

Membership organization ($25/yr) linking artisans, crafts groups, marketing organizations, suppliers and government agencies involved in craft assistance. Publishes newsletter *(Crafts News)* and *The International Directory of Resources for Artisans*. Maintains extensive data base.

The Small Business Foundation of America
20 Park Plaza
Boston, MA 02116
(617) 350-5096
Contact: Regina Tracey

Independent, non-membership, research organization devoted to issues relating to small businesses. Publishes books and newsletters. Helps small business groups organize.

Center for Neighborhood Technology
2125 W. North Avenue
Chicago, IL 60647
(312) 278-4800
Contact: Clarice Moore (for Information Packet)

Provides technical assistance in housing, energy, urban agriculture, solar greenhouses, waste recycling, and training. Complimentary issue of bimonthly magazine, *The Neighborhood Works* (subscription $24/yr) and list of other publications on neighborhood economic development available on request.

Inventors Workshop International Education Foundation
Inventor Center, USA
3201 Corte Malpaso, Suite 304
Camarillo, CA 93013
Contact: Alan Tratner, President

Instructs and guides inventor through the steps to market readiness (protection, development, market testing, etc). Provides networking through local chapters, annual conference, bimonthly magazine *(Invent!)*. Send SASE for more detailed information.

American Bed and Breakfast Association
16 Village Green, Suite 203
Crofton, MD 21114
(301) 261-0180
Contact: Sarah Sonke, Director

Clearinghouse for trade and travel information on B & B's throughout North America. Helped organize 80 local and state B & B associations. Publishes monthly newsletter, Annual directory, travel guides. Maintains speakers bureau.

Co-op America
2100 M Street, N.W.
Suite 310
Washington, D.C. 20063
(202) 872-5307
(800) 424-2667
Contact: Alisa Gravitz, Director

A national membership marketing association, created in 1982 to link businesses which are socially and environmentally responsible with consumers who care about those issues. Membership: Consumers, $20/year; Organizations, $50/year. Includes catalog, quarterly journal and other services.

Council for Economic Action
100 Federal Street, 17th Floor
Boston, MA 02110
(617) 434-7321
Contact: Linda Frankel

A research and technical assistance organization specializing in economic development. Will contract to deliver a five part educational program called the Small Business Development System.

...publisher of 'N BUSINESS Magazine.

OVET

Ohio Veterans Entrepreneurial Training

Small Business Veterans

Issue Number 2 | Vol. 1 Issue 2 | April 15, 1989

Networking benefits can be numerous

by John Dunlap, Editor

Networking is one of the buzz words in today's society of businessnesses and professionals. Networking is also one of the goals of this newsletter. Hopefully, this newsletter will help us all know who is involved in what sort of business endeavor, and it can help us by allowing others to know what businesses, services, and products we offer.

A very good example of networking involves this newsletter.

Willie Lowery is an **OVET** participant, whose goal is to open a business which offers custom art work, logo designs, custom button production, and silk screening of t-shirts, sweat shirts, etc.

To capitalize on Willie Lowery's talents, his creative services were employed to design the masthead for this newsletter.

I, too, am a participant in the **OVET** program. Through the **OVET** program, Willie and I met each other. We have been able to benefit from the services each of us has to offer.

This newsletter will try to help introduce you to others who are offering services which you may find of benefit. The **OVET** program is ideal for networking to occur. If you can, it may be to everyone's benefit to support the **OVET** participants as they continue to work toward their goals of establishing a viable, stable business.

++++++++++++++++++++++++++++++++++++

Who's doing what and where?

To find out, read on:

At Cincinnati Technical College -- Paul Callahan, Coordinator

Kenneth Mintz, at 785 Finney Trail, Cincinnati, Ohio 45224. Baker, full scale (currently working in a bakery).

Richard A. Walter Jr., at 10116 Ronnie Road, Cincinnati, Ohio 45215, Provides field service, repair, and calibration; electrical and mechanical upgrades.

At Clark State Community College -- Claude Beverly, Coordinator

John House, at 649 East High Street #2, Springfield, Ohio 45369, Home maintenance and repair; presently owns an insurance physical damage appraisal service in Columbus, Ohio.

Russell Hull, at 500 West Harding Road, Apartment C, Springfield, Ohio 45504. Arts and crafts discount store or paper making business.

Raymond Jenkins, at 6210 Springfield-Jamestown Road, Springfield, ohio 45502, A service oriented business specializing in private transportation and prescription pickup for the elderly.

Franklin LeValley, at 2110 Duquesne Drive, Springfield, Ohio 45506. Currently an independent distributor for the Paymaster Corporation; plans to hire two to four additional employees to expand sales force.

Roger Miracle, at 726 West Second Street, Springfield, Ohio 45504. Photography.

At Columbus State Community College -- Bernie Nye, Coordinator

N. Ray Dodd, at 2644 Thorndale Avenue, Columbus, Ohio 43207-3040. Consulting.

William Hetrick, at 5155 Norwich Street, Hilliard, Ohio 43026. Pizza restaurant and delivery system.

Paul E. Hewitt, at 73 Midcliff, Columbus, Ohio 43213, Machine shop employee.

David W. Cooper, at 18218 State Rt. 31, Marysville, Ohio 43040, Service business?

At Cuyahoga Community College -- Louis Niro, Coordinator

Dwight Drew, at 548 East 118 Street, Cleveland, Ohio 44108, Grocery or auto care center.

Frank Edwards, at 3424 Ello, Cleveland, Ohio 44104, Building maintenance.

Stanley Fair, at 14006 Becket Road, Cleveland, Ohio 44120, Convenient Food Market.

Harry Feesler, at 277 Rustic Rook, Chippewa Lake, Ohio 44215, Carpenter work and reproduction of antique furniture.

At Hocking Technical College -- Valerie Perotti, Coordinator

Kevin Martin, at Route 2, St. Rt. 56, New Marshfield, Ohio 45766, Currently in landscaping business; would like to start a garden center.

Sharon Lee Rivera, at 634 Frankling Circle, Chillicothe, Ohio 45601, Interested in starting a retail business that is targeted at serving the needs of inmates in correctional facilities.

Russell Smith, at 624 Third Street, Logan, Ohio 43138, Bookkeeping, accounting, tax preparation.

Jefferey Yost, at 1104 Wilson Avenue, Zanesville, Ohio 43701, Day Care Center.

At Owens Technical College -- Mary Jerger, Coordinator

Thomas Drlick, at 3316 Rocksbery Court, Apt. 3, Toledo, Ohio 43614, Sales distributor for Filter Pure Water Treatment Products.

Robert Drummond, at 6117 South Chantillerr Drive, Maumee, ohio 43537, Customized computer programming applications for business.

Arnold Elton, at 12324 Soul Road, Swanton, Ohio 43558, Building Construction.

Alan Hanna, at 126 Dartmouth Drive, Toledo, Ohio 43614, Higgens Auto Supply.

At Stark Technical College -- Roger Bradshaw, Coordinator

Enoch Frierson, at 1000 Whittier Ave., Akron, Ohio 44320, Teaching music, piano (privately).

Vincent Johnson, at 6110 Portage Street NW, Apt 4, North Canton, Ohio 44720, Fabricating shop.

Willie Lowery, at 666 Third Street SE, Massillon, Ohio 44646, Printing T-shirts, sweatshirts, letterheads, personal logos, etc.

Carl Stover, at 4093 Etter Road, Mogadore, Ohio 44206, Develop a large recreation area -- flea market, restaurant, snack bar, golf course, etc.

If you're in the program and your name didn't appear in this issue, we'll do our best to include that information in the next one.

owens tech highlites

OVET participants at Owens Technical College are progressing toward their goals of owning their own businesses. **James Linenkugel, Sr.** has just about finished his business plan. With a background in refuse since 1974, James has written a business plan which outlines a business to re-cycle solid waste material through incineration. According to **James**, the rough draft of his business plan took him about six months to complete. Now, through classes he has taken through the OVET program, his business plan is over 90% com pleted. Writing the business plan, he says, was not an easy process, especially the financial projections. **James** says his business will require approximately $60 million to implement. Good luck as you work toward your goal.

Jerry Conrad, also at Owens, is working toward owning and operating his own after market automotive shop, namely Midas. **Jerry**, who currently supervises nine Midas locations in Northwestern Ohio and Michigan, has completed the rough draft of his business plan and expects to finalize the plan in the near future. With a background in the business he is looking to start, **Jerry** will probably do quite well. We wish you the best of success in finding the right location for your endeavor.

Also attending classes at Owens and working on his business plan is **David Swanson. David** is looking to open and operate a Desktop Publishing business. He, too, has completed a rough draft of his business plan and is finding considerable assistance in the courses he is taking at Owens.

With Desktop being such a recent innovation, **David** admits he is having difficulty in locating information on the market for Desktop. However, what he has been able to locate has shown him the prospects for a

Desktop Publishing business are extremely positive. If you're interested in Desktop, keep **David Swanson** in mind. Good luck **David** as you finalize your business plan and ultimately start your own business.

Cincinnati's OVETS

Ovet participants at Cincinnati Technical College have taken a great step forward and opened many doors for themselves: They joined the **Chamber of Commerce** in March. In addition to being members of the **Chamber of Commerce,** they are also able to benefit by:

1. The Cincinnati Institute for Small Enterprise (CISE) to inform and help small businesses.

2. Health insurance. As a group, they can obtain group insurance.

3. Research Data Center. Census reports, to Demographic information, to wage comparisons.

4. Business and Industry Directory. Listing Services and/or products.

5. Business after hours. Social mixer. A great way to network.

6. Chambervision. A monthly newsletter.

All of these benefits will help in preparing a business plan. They will also receive great exposure to the business community. It is also nice to note that the Cincinnati Chamber of Commerce gave these OVET members a special rate to join.

Congratulations and keep moving forward. We like the good news.

While we don't have the information to date, it is our understanding:

OVET participant **Al Neipling** has been awarded a **Small Business Administration (SBA) Grant. Ralph Rutledge** is eligible to receive a Pell Grant for further education and training.

There is also a rumor in the wind that one OVET member has received a patent for a can which cools its liquid contents without the need for ice.

Do you have information for the OVET newsletter?

We'd like to know your plans are coming along.
We'd appreciate hearing from any and all.

Send comments to:

Ovet Newsletter
Stark Technical College
6200 Frank Road
North Canton, Ohio 44720

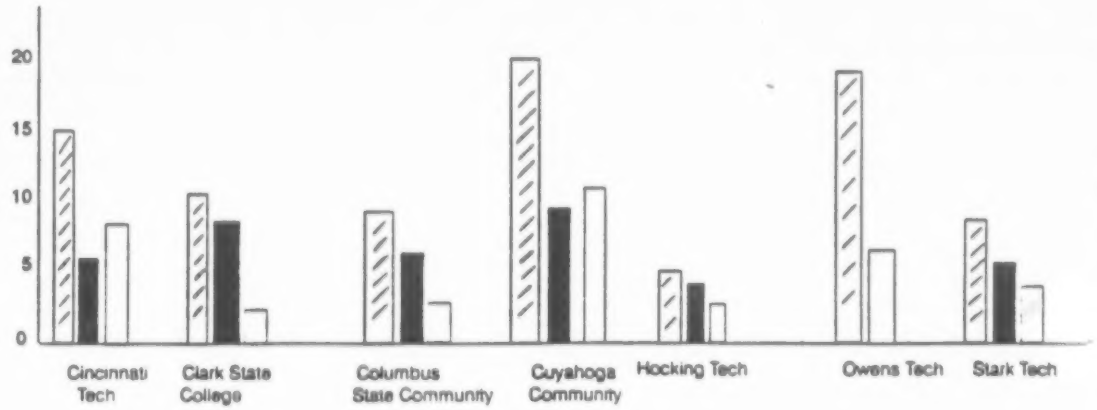
OVET

Ohio Veterans Entrepreneurial Training

Small Business Veterans

Vol. 1 Issue 3 | Editor – John Dunlap | November 1989

OVET PROGRAM DEMONSTRATES SUCCESSFUL OUTCOME



Not included in the above graphic are four OVET participants who are uncertain about their business plans and 10 OVET participants who have decided not to go into business.

Of those who have completed nearly all of the course work, 67 percent have started or will immently start a new business.

Congratulations and best wishes to all OVET participants; may all of you succeed in all life's endeavors.

Leon's Corner

The following article was contributed by the State OVET Director, Leon Albert:

Our training is nearly complete with 89 veterans completing at least three core courses. We still have 63 veterans active in the program. While it was originally believed that all training and business plans could be completed by the end of the 18-month grant period, this has not been the case. A number of veterans needed and wanted additional training to help in the preparation of opening their own businesses. Others were in a business plan development stage or had completed their basic plan but needed additional consulting from professionals to further prepare for the business start-up plans. Thus, the Small Business Administration and the State Department of Education granted a modification to our original proposal with a six-month extension ending December 31, 1989.

More than 45 small businesses are expected to be developed within 12 months of the project's end. Other anticipated outcomes of this project are the generation of new jobs and expanded tax base, and perhaps most importantly, the greater sense of self-worth and self-fulfillment that was experienced by the veterans who successfully completed the program.

What Has Been Accomplished Thus Far?

* *Linkages with financial institutions*

* *Networking with SCORE Chapters*

* *Networking between college coordinators*

* *Joint cooperative business faculty linkages*

* *Collaboration with U.S. Small Business Administration in small business development*

* *Advocacy for veterans, maintaining contact with small business community*

Owens Tech Hosts Dinner For OVET

Mary Jerger, Coordinator at Owens Technical College, extended a dinner invitation to Leon Albert, OVET Director, for Oct. 16. Albert was the guest of Jerger and the OVET participants at Owens Technical College.

Jerger welcomed the dinner guests and gave a short speech, stating, "The goal of this (OVET) program has been met. Many learned through various classes they took that a business start-up was not for them. Others went further by developing a business plan. Some will start their own business. We are glad we could be a part of this decision modeling process."

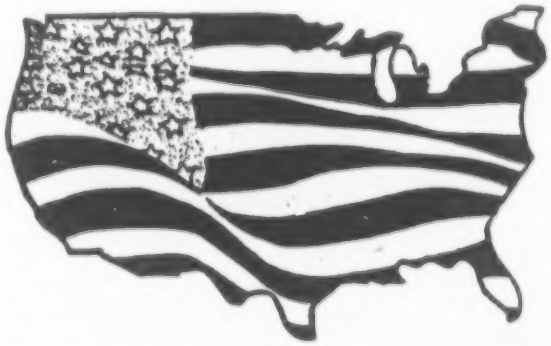
Perhaps the rest of us OVET participants can take Owens Technical College's lead and invite Leon Albert to dinner. He's given much of his time, energy, and talent to this program, and we owe him our heartfelt thank-you.

OVET Report Highlights Program

Leon Albert, OVET Director, is in the process of preparing his final report for the OVET program. We are seeking material from OVET participants to include in this report. If you have brochures, flyers, specialized advertising, invoices, letterhead stationery etc., please forward a copy to:

OVET
C/O John Dunlap
Stark Technical College
6200 Frank Road
Canton, Ohio 44720

We want to be sure and include you in this final report!



Who's Doing What and Where?

To find out, read on:

Clark Technical College

Wendie Moore, 1740 Allison Ave., Springfield,OH; bookkeeping, tax preparation, clerical/secretarial employment agency, Christian bookstore.

Pamela Murphy, 268 West Second St., Springfield, OH; food service

Donald Orlik, 14384 Reenor Drive, Sidney, OH; pet store, primarily fresh and salt water fish.

Stephen Pavelka, 3021 Columbus Ave., Springfield, OH; coin and stamp shop with military collectibles and art/crafts or barbecue rib and chicken fast food restaurant.

Curt Seaman, 1217 Terrace Drive, Springfield, OH; printing business, complete service.

Victor Thatcher, 404 McClellan St., West Liberty, OH; heating, air conditioning and appliance repair.

Raymond Upshaw, 2031 Amanda, Springfield, OH; reconditioning homes.

Michael Williams, 601 Ridgedale Road, Dayton, OH; computer sales and information consulting.

Columbus State Community College

Dwight H. Lenox, 371 Forestwood Drive, Gahanna, OH; beauty supply business.

Warren Marshall, 2000 Merryhill Drive, Columbus, OH; retail clothing shop.

Frank Nowlin, 144 North Eureka Ave., Columbus, OH; construction.

Ralph Rutledge, 13970 Hinton Mill Road, Marysville, OH; day care and vocational school.

Clark Valentine, 2164 Cleveland Ave., Columbus, OH; Limosine service and body guard protection.

Kathleen Williams, 1657 Wilton Drive, Columbus, OH: presently operates a summer greenhouse.

Cuyahoga Community College

Oliver Graves, 4118 Dartford Road, South Euclid, OH; real estate.

Andrew Hardy, 669 East 159 St., Cleveland, OH; construction.

David Heuschel, 13420 Allison Road, Strongsville, OH; consulting small, high-tech companies.

Edward Hodgdon, 3778 Grosvenor Road, South Euclid, OH; installation and selling of residential and business mail receptiacles.

Louis Klein, 2827 Cynthia Drive, Medina, OH; job shop fabrication, consulting and steel warehousing.

Michael Kole, 3830 East 50 St., Cleveland, OH; service oriented business.

Charlene Krejci-Simmons, 15900 Raymond St., Maple Heights, OH; medical office, podiatrist, currently holds state license and pharmacy privileges.

Allen Ludwig, 706 Akron Blvd., Kent, OH; gift shops.

Charles Mapes, 7240 Oakwood Rd., Parma, OH; small business computer consulting.

Roger Masarik, 25915 John Rd., Olmstead Falls, OH; remodeling and window installation.

Earl Mauldin, 1471 East 193 St., Euclid, OH; mail preparation services.

Thoughts From A Veteran

November brings with it Veteran's Day and also Thanksgiving. In some ways, both holidays symbolize the same meaning. Veterans across the land undoubtedly give thanks for all this country has to offer. With family and friends may this year's Thanksgiving be beautiful for all.

— John Dunlap
Vietnam Veteran

OVET Receives Funding Extension

As you are probably already aware, the OVET program received an extension in funding. This extension allows participants to continue taking classes currently. It also means participants have until Dec. 31 to utilize the funds for courses they desire to take. Make sure you are currently taking or are enrolled to attend classes by the Dec. 31 deadline.

Conference Offers Information About Starting Your Own Business

The Akron area was the site for a Veterans Small Business Conference, sponsored by the U.S. Small Business Administration, the Akron Small Business Development Center, and the Fairlawn Veterans of Foreign Wars Post 349.

The Conference was designed for veterans who are hoping to start a business or who started one recently.

According to Patrick Hayes, Veterans Affairs Officer for the Cleveland Small Business Administration (SBA), many veterans have the potential to run a successful business.

Hayes, along with James Webb, SBA Midwest Regional Veterans Affairs Officer; S. Charles Hemming, Cleveland District Director of the SBA; and Walter Johnson, a counselor in the Akron Small Business Development Center, helped make this event possible.

Continuing efforts to offer business aid to veterans is much appreciated.

OHIO VETERANS ENTREPRENEURIAL TRAINING

1988 Application

Please print or type:

Name: _____ Date: _____

Address _____ Phone: (H) _____

_____ (W) _____

City State Zip

Soc. Sec. # _____ Date of Birth _____

Note: Enter appropriate number in box provided.

A. ☐ 1. Male 2. Female

B. ☐ 1. Veteran (Release date: _____)
2. Vietnam Era Veteran
3. Disabled Veterans

C. ☐ Ethnic Background

0. Black
1. Puerto Rican
2. American Indian
3. Hispanic
4. Asian
5. Eskimo/Aleutian
6. Undetermined Minority
7. Other - Including White

D. ☐ Business operation will be:

1. Full-time 2. Part-time

E. ☐ Business income will be:

1. Primary source of family income
2. Secondary source of family income

F. ☐ Highest educational level:

Grade School 1 2 3 4 5 6 7
Jr. High 7 8
High School 9 10 11 12
Military Technical/Business Training 13
Post High School Technical Training 14
Two Year Technical/Business Degree 15
Four Year College Degree 16
Advanced Degrees 17

List primary business management courses completed:

G. ☐ Preferred OVET site:

1. Cuyahoga Community College (Cleveland)
2. Owens Technical College (Toledo)
3. Stark Technical College (Canton)
4. Columbus State Community College (Columbus)
5. Hocking Technical College (Nelsonville)
6. Clark Technical College (Springfield)
7. Cincinnati Technical College (Cincinnati)

H. Work Experience:

Employer	Job Responsibility	From	To

Note: You may attach additional sheets for your answers to the following questions.

I. Considering your work and family obligations, what weekday, weeknight and Saturday hours will you be available for training and counseling activities?

J. What kind of business do you plan to start? (If you are currently in business, please describe.)

K. What other experiences have prepared you for this business?

L. What skills which you lack do you expect to gain from OVET?

M. Why do you want to start your own business? What will help you run a successful venture?

N. What are your own goals and objectives for this business?

O. Are you married? If so, what does your spouse think of this business venture and of the commitment of time to this training program? Will your spouse work in the business?

P. Outline the steps you have already taken in planning your business.

Q. Yearly Household Income

Salaries	$
Bonus and Commissions	$
Dividends and Interest	$
Real Estate Income	$
Other Income - Itemize	$
TOTAL:	$

R. Personal Financial Data:

Assets		Liabilities	
Cash & Savings	$	Loans & Notes	$
CD's & Govt Bonds	$	Vehicles Loans	$
Securities	$	Credit Cards	$
Real Estate (current value)	$	Real Estate Mortgage	$
Vehicles	$	Unpaid Taxes	$
Cash Value: Life Insurance	$	Other Debts & Bills	$
Other Assets:	$		
Total Assets:	$	Total Liabilities:	$
		*Net Worth	$

*Subtract Total Liabilities from Total Assets to obtain this figure.

S. Considering the above assets (#R), which are you (and your spouse) willing to risk in this venture? (i.e. second mortgage, borrow on life insurance) How much can you raise from your own assets? From friends or relatives?

T. How much total funding do you expect to need for the following business purpose:

Land & Buildings _____
Furniture & Fixtures _____
Machinery & Equipment _____
Leasehold Improvements _____
Working Capital _____
Inventory & Supplies _____

You will be contacted in April concerning this application. As only 15 slots are available at each location, an interview may be necessary for final selection. Payment of the $100.00 fee will be made prior to the April 1988 orientation session in Columbus. All facilities are accessible to the handicapped.

Upon acceptance into this program, proof of veteran status will be required.

Please complete and return to:

Deadline:

I understand that the staff and associates of the Ohio Veterans Entrepreneurial Training program (OVET) will take all steps to preserve in confidence any proprietary information disclosed in this application and during the program (OVET). I waive all claims against OVET personnel and counselors arising from this program.

SIGNED: _____

STARK TECHNICAL COLLEGE

OVET ORIENTATION EVALUATION

May 18, 1988

1. How would you rate this program?

34 Excellent 40 Good 8 Average 0 Poor 0 Very Poor

2. Were you interested in the topics which were presented?

39 Very Much So 36 Quite a Bit 8 To Some Extent 0 Slightly 0 No

3. Was there enough opportunity for discussion at individual college sessions?

45 Yes 11 No

4. Do you feel you benefited from this program?

32 Very Much So 35 Quite a Bit 12 To Some Extent 3 Slightly 0 No

5. Please evaluate the leader(s) in terms of the following:

	Excellent	Good	Average	Poor	Very Poor
a. Statement of objectives.	35	43	7	0	0
b. Ability to communicate and to make the material meaningful to you.	41	36	8	0	0
c. Ability to keep the session(s) interesting.	32	42	9	1	0
d. Ability to illustrate and clarify points.	33	38	10	1	0
e. Summary at the conclusion of the program.	27	36	8	0	0
f. Overall handling of the session.	34	36	8	0	0
6. How would you rate the luncheon?	10	18	42	8	5
How would you rate the service?	16	24	30	7	4
How would you rate the facilities?	23	36	17	4	2

7. Additional comments concerning this program?_____

(ON BACK)

_____

_____

1. Excellent agenda. Jim Lagos was fantastic!

2. Need more time at end of panel sessions to answer questions.

3. Very good program and interesting seminar.

4. Teach me more!

5. Could not hear questions that were asked of panel - question and answer period should have been longer.

6. You couldn't hear the questions asked and there was not enough time taken for the question/answer session. It should have been longer.

7. I hope that all new assistance is readily implimented.

8. Should have meal and conference in a combined room.

9. It was hard to concentrate on the question/answer time with all the noise behind the curtain, hard to hear the speakers and their answers.

10. Too much noise from back of room (program very good).

11. Talking to others during lunch was great.

12. Thank you all for the time and energy to make this program available.

13. Attention to details (transportation, parking) was excellent).

14. I had not expected so much useful information and so many answers to my questions so early in the program.

15. A much needed service.

16. Perhaps more emphasis could be on professional marketing analysis.

17. I'm glad to be able to learn as much as possible before or during my entry into the small business world. It's great to see many people interested in small business people.

18. I do believe the comments given today have been very interesting and it sure does seem to help me today.

19. Could use more time for question/answer session.

20. Good information.

21. Very good! Needed more discussion time.

22. Not all questions were answered, some questions pertained only to the individual asking the question. Questions should have been submitted to the panel by writing them down. It would have made it possible to stick to pertinent information.

23. Difficult to hear answers from the panel. The entrepreneur operating the food service has no real concept of noise control or courtesy to the speakers.

24. Not enough time used to cover topics of business (too much time used to identify speakers).

25. Very informative!

26. The program has enlightened my thinking on how to get a plan and to get started - THANK YOU AND GOD BLESS YOU. Frank Edwards.

27. Improve PA system - repeat questions by speaker. James Lagos excellent!!

28. It is a lot of nice talk and I hope it doesn't happen to be just talk!!!

29. As a business owner who had to close for this session - I feel I have lost time and money for today's session.

30. Motivating.

31. Hope it continues for additional veterans.

32. Too much distraction preparing lunch.

33. Very unique program!

34. Needed more question/answer time.

OVET

Ohio Veterans Entrepreneurial Training

OHIO VETERANS ENTREPRENEURIAL TRAINING

Please evaluate the following aspects of the course. Check the appropriate rating as it applies to your personal learning experience.

COURSE TITLE _____

INSTRUCTOR _____

STUDENT NAME _____ DATE _____

COLLEGE _____

		excel. (1)	good (2)	fair (3)	poor (4)
CONTENT	1. EXPECTATIONS (Did the course meet your expectations)				
	2. USEFULNESS (How useful was the information to you)				
	3. INTEREST (How interesting was the course)				
ORGANIZATION	4. ORDER (In which topics were presented)				
	5. CONTINUITY (Did ideas build)				
	6. LENGTH (Sufficient number of class sessions)				
	7. LENGTH (Sufficient number of class hours)				
INSTRUCTIONAL TECHNIQUES AND/OR RESOURCES	8. LECTURES				
	9. DISCUSSION				
	10. QUESTION AND ANSWER (Instructor Directed)				
	11. RESOURCE MATERIALS (Books, films, pamphlets, etc.)				
RATE A TECHNIQUE IF IT WAS USED IN YOUR CLASS	12. SPECIAL SPEAKERS				
	13. CONVERSING WITH OTHER STUDENTS (Group work, projects, etc.)				
	14. INSTRUCTOR'S TEACHING STYLE				
	15. INSTRUCTOR'S KNOWLEDGE OF CONTENT				
INSTRUCTOR	16. ABILITY OF INSTRUCTOR TO RELATE (His/her knowledge to students)				
	17. ENTHUSIASM OF INSTRUCTOR				
	18. ATTITUDE OF INSTRUCTOR (Toward students)				
	19. CLASSROOM (Physical accommodations)				

THANK YOU. WE APPRECIATE YOUR COMMENTS.

A-54

OVET

Ohio Veterans Entrepreneurial Training

WORKING WITH VETERANS TO BUILD AMERICA

The Ohio Veterans Entrepreneurial Training (OVET) Program is now being offered at seven colleges throughout Ohio.

This program is designed to provide a select group of veterans with training in how to start and manage a small business. A total of 105 veterans will receive training that will last approximately 18 months. It will be necessary to select those veterans with the best qualifications.

A group of 15 veterans will be selected to participate in the program at each of seven Ohio colleges: Cincinnati Technical College; Clark Technical College in Springfield; Columbus State Community College; Cuyahoga Community College in Cleveland; Hocking Technical College in Nelsonville; Owens Technical College in Toledo; and Stark Technical College in Canton.

To qualify for the program, the veteran must be: 1. a veteran who has been honorably discharged; 2. a Vietnam Era veteran (August 5, 1964 thru May 7, 1975); or 3. a veteran with a service connected disability.

In addition, if you are accepted into the program, there will be a one-time application fee of $100.00.

If you qualify, and you have a sincere desire to own and operate a small business, please apply for this program and take advantage of this opportunity. Since classes will be offered in the evening, you may be able to continue your studies or your present job without interruption.

For an application, please visit your nearest Ohio Bureau of Employment Service Office, or contact your nearest educational institution.

VETS + SBA = Freedom at Work

Ohio Veterans Entrepreneurial Training

This is to certify that

_____

has successfully completed

_____

Awarded this date_____

_____
State Director

_____
Campus Coordinator

A-55